

JULY 1959

# American Builder

★★ A SIMMONS BOOK • 75c

Success story:

How you can

**ADAPT**

**IDEAS**

from our

blueprint houses



PROOF  
FALTED  
ATHING

**SPECIAL REMODELING ISSUE**

**24 how-to-do-it details**

**Money-making ideas in action**

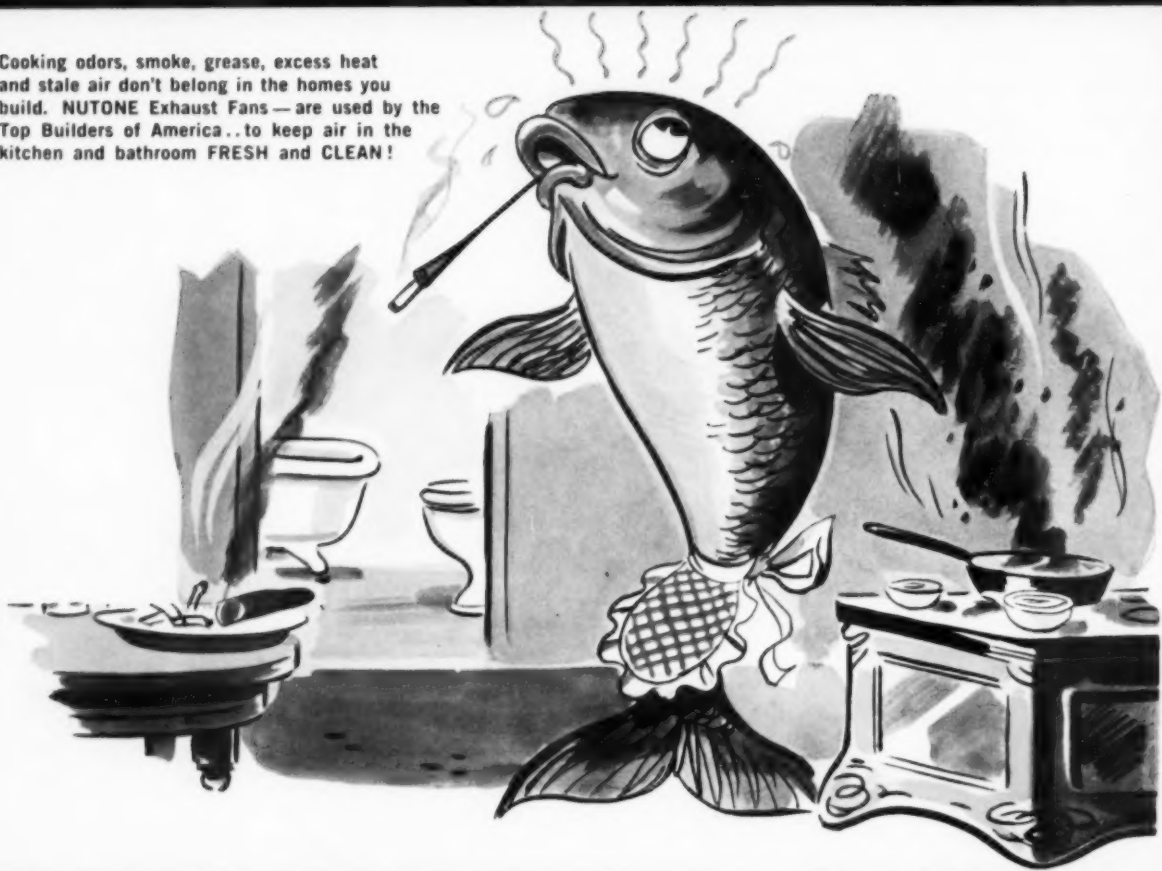
**Estimating facts and forms**



# You name it -

## 12 BASIC NUTONE EXHAUST FANS.\*

Cooking odors, smoke, grease, excess heat and stale air don't belong in the homes you build. NUTONE Exhaust Fans — are used by the Top Builders of America...to keep air in the kitchen and bathroom FRESH and CLEAN!



### NUTONE EXHAUST FANS INSTALLED IN CEILING OR WALL



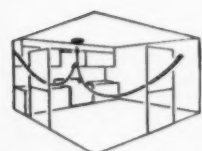
**FOR CEILING** . . . NuTone Models 831 and 851 exhaust fans may be installed in ceiling above the range, with duct work running to the outside.



**FOR OUTSIDE WALL** . . . NuTone Models 800 and 811, pull chain type, or Models 806 and 817, automatic type . . . may be installed in wall above range.



**FOR INSIDE WALL** . . . when range is on inside wall, use NuTone Models 831 or 851 exhaust fans installed in wall above range, with duct work to the outside.



**FOR VERTICAL DISCHARGE** . . . NuTone Models 820-JF or 849 Fans may be installed in ceiling above range and discharged through ceiling to roof cap.

**PERFECT VENTILATION FOR YOUR KITCHENS AND BATHROOMS . . .  
PLUS TROUBLE-FREE PERFORMANCE & TIME-SAVING INSTALLATION**



# NuTone has it

... FOR KITCHENS AND BATHROOMS



Model 851-N for Ceiling or Wall. Snap-In motor and fan assembly. \$36.95 list.



Model 831-N. Powerful 8-inch fan for use in Ceiling or Inside Wall. \$27.95 list.



Model 870 Twin Blower. for installation in cabinet, wall, ceiling. \$39.50 list.



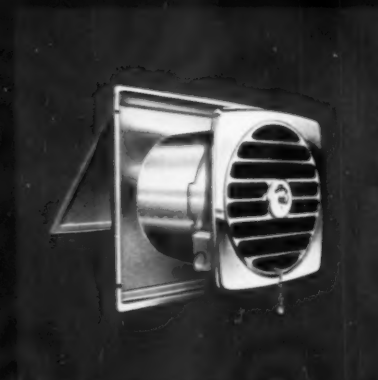
Model 820-NJF. Jet-Flo Fan for Vertical Discharge through roof cap. \$22.95 list.



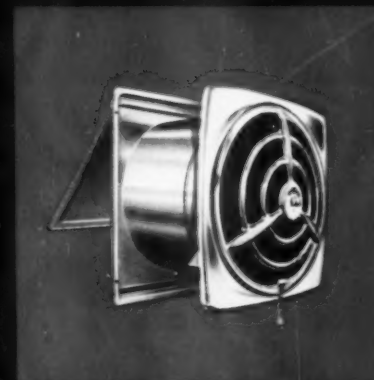
Model 848. Powerful Vertical Discharge 10" fan. Snap-in Fan assembly. \$29.75



Model 881 Bathroom Fan. A blower type fan with a high static pull. \$25.95 list.



Model 801. 8" Pull chain type for Wall... with weather-tight shutter. \$27.95 list.



Model 811 Deluxe 10" pull chain Wall Fan. Weather-tight shutter. \$36.25 list.



Model 807 Automatic Wall Fan. Patented flutter-proof shutter. \$27.95 list.

\* Illustrated here are 9 of 12 basic models. America's most complete line of Exhaust Fans.

SEE OTHER SIDE

# NuTone Quality Costs You No More!

FEATURES LIKE THESE MAKE NUTONE YOUR BEST BUY!



FOR **Faster  
Installation**

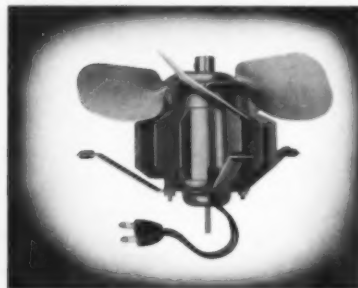


FOR **Better  
Performance**

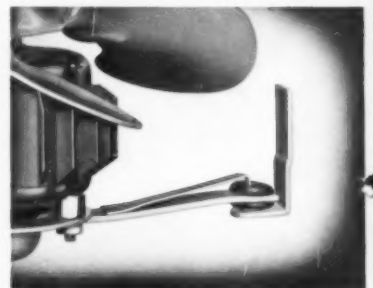
MODEL #851-N (FOR CEILING OR WALL) IS A TYPICAL EXAMPLE OF THE MANY OUTSTANDING FEATURES FOUND IN EVERY NUTONE EXHAUST FAN



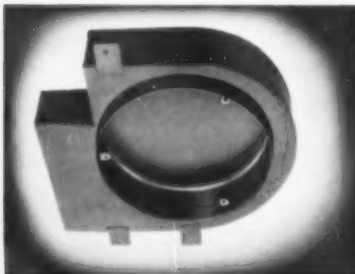
Specially designed fan blades . . . plus a powerful 1/20 HP motor for higher air delivery.



Closed motor prevents grease from clogging windings. Extended fins keep motor cool.



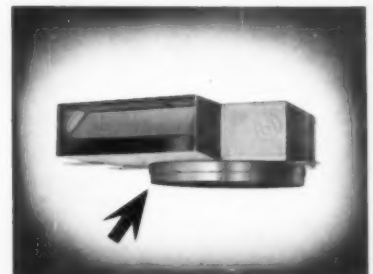
Automatic safety grounding strap. Approved by UL & CSA. Avoids shock and fire hazards.



Venturi Housing . . . prevents air back-lashing. This produces higher "Static Pressure Push".



NuTone Anodized Grille (left) will not corrode like the ordinary chrome grille (on right).



Adjustable sleeve insert . . . for different plaster thickness . . . hides rough cutouts.

← SEE OTHER SIDE

FREE..DELUXE CATALOGS IN BINDER..Write NUTONE, INC., Dept. AB-7, Cincinnati 27, Ohio

SMART BUILDERS CHOOSE NUTONE BUILT-IN HOOD-FANS • EXHAUST FANS  
DOOR CHIMES • CEILING HEATERS • INTERCOM-RADIO • BUILT-IN FOOD CENTER



She wants the fashion ... the finish of  
**GEORGIA-PACIFIC  
 FAMILY-PROOF  
 PANELING**

Today's young homemaker wants the mellow distinction of wood paneling in her home. But she wants paneling that stands up to family living! And that's Georgia-Pacific Family-Proof Paneling!

New "family-proof" finish protects the beauty of the wood more completely than any other finish ever developed!

It resists scuffs and scratches. Ordinary wear and tear won't mar Georgia-Pacific Paneling.

Soil and stains won't damage the paneling. Fingermarks, crayons, ink, paint wipe off. Most stains — hair tonic, household chemicals, hot grease, boiling water — are harmless.

For new homes, for remodeling, this paneling is quick and easy to install, guaranteed for the life of the home.

**Write today!**

Georgia-Pacific, Dept. AB759  
 Equitable Bldg., Portland, Ore.

I am interested in Family-Proof Paneling.

☐ Send full information. ☐ Send selling aids.

Name

Firm

Address

City  State

THERE'S NOTHING IN THE WORLD LIKE WOOD

Greymist Ash • Blond Oak • Honeytone Oak • Adirondack Birch • Blond Catalpa  
 American Cherry • Flame Gum • American Black Walnut • Philippine Mahogany

*This wide line of hardwood plywood paneling makes it easy for your customer to find the color and grain she likes best. Panels are 1/4" thick, available in 4' x 7', 8', 9', or 10'. Call your local Georgia-Pacific source or write for information, selling aids.*

See Sweet's Light Construction File Sec. 28.



**GEORGIA — PACIFIC**

Plywood & Redwood • Lumber & Hardboard • Pulp & Paper



**"EVERYTHING HINGES ON HAGER!"**

C. Hager & Sons Hinge Mfg. Co. • St. Louis 4, Mo.  
In Canada, Hager Hinge Canada Limited • Kitchener, Ontario

Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



AMERICAN BUILDER, published monthly by Simmons-Boardman Publishing Corp., Emmett Street, Bristol, Connecticut. Second class postage paid at Bristol, Connecticut. Subscription price: U. S., Possessions and Canada, \$3.50 for one year, \$7.00 for three years, July issue, Volume 81, No. 7. Subscription correspondence to AMERICAN BUILDER, Emmett Street, Bristol, Connecticut.



# THE Opportunity PAGE

## SPECIAL REMODELING ISSUE

### Which builder are you?



1. Gerald Hayman is a remodeler only 18% of the time, but on page 88 you'll see why remodeling is a key to his entire business.



2. Dan Bogard heads a remodeling company spun off from an established home-building firm. Now both divisions exchange leads with each other. Page 90.



3. George Lewitt is a full-time remodeler who built up a sizable business by taking any kind of job. Page 92.



4. Joe Safron goes after the carriage trade, but says this market calls for a special approach. He explains on page 93.

**PLUS:** On page 94 you'll find a simple system of complete cost and job control you can use, regardless of how big or small you are.

**Some builders look at a house like this—  
and say "No"**

but turn to page 110 and see why one Denver builder is making a success of contemporary design



See how you can adapt designs from AMERICAN BUILDER's blueprint houses: page 120.

American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.

Address all subscriptions and correspondence concerning them to: Subscription Department, American Builder, Emmett St., Bristol, Conn. Changes of address should reach us three weeks in ad-

vance of next issue date. Send old address with the new enclosing if possible your address label. The Post Office will not forward copies unless you provide extra postage. Duplicate copies cannot be sent.

Circulation Department: R. C. Van Ness, Director of Circulation, 30 Church St., New York 7, N.Y. Postmaster: send Form 3579 to Emmett St., Bristol Conn.

Published monthly by Simmons-Boardman Pub-

lishing Corporation, Emmett St., Bristol, Connecticut. Editorial and Executive Offices, 30 Church Street, New York 7, New York. Subscription price: United States, Possessions and Canada, 1 year, \$3.50; 3 years, \$7.00. Foreign countries: 1 year, \$12.00; 3 years, \$25.00. Single copies 75 cents; April issue, \$2.00. Second class postage paid at the Post Office at Bristol Conn. Copyright 1959 with all rights reserved. SIMMONS-BOARDMAN PUBLISHING CORP.

# Floor construction with most advantages



## Everybody benefits when you use WOOD SUBFLOOR AND OAK FLOORS

### *Advantages to you:*

**Tried, proven and preferred**—Wood joist home construction, with wood subfloor and Oak finished floor, has been used successfully in millions of homes.

**Foolproof floor installation**—Every carpenter knows how to lay floors over a wood subfloor. The sound nailing surface assures a trouble-free installation.

**No extra cost—usually less**—The economy of wood joist construction has been proved in many years of use. It requires no special materials, tools or trades.

**Meets all loan requirements**—Wood joist construction is recognized everywhere as sound residential building practice. Loan approval is never a problem.

### *Advantages to owners:*

**Greater resilience underfoot**—Laying Oak Floors over a wood subfloor takes full advantages of the natural, healthful resilience of wood, adding to owner comfort.

**Natural beauty, lifetime wear**—The distinctive wood grain and delicate coloring of Oak Floors are an asset to any home. Oak's beauty never fades or wears out.

**Warm, dry, healthful floors**—Wood subfloor construction isolates the house from ground moisture, keeps the floors warm, dry and healthful in any type of climate.

**Access under house**—Alterations, maintenance and termite protection are simplified when access under the house is provided through use of wood joist construction.

*Building homes on slab?  
Write for free copy "How to Install  
Strip Oak Floors Over Concrete"*



**NATIONAL OAK FLOORING MANUFACTURERS'  
ASSOCIATION**

842 Sterick Building, Memphis 3, Tenn.

# READER'S Guide FOR JULY 1959

← PLANNING → ← BUYING → ← BUILDING → ← SELLING →

July 1959

The Opportunity Page .....	5
Reader's Guide .....	7
Reader's Guide to Advertising .....	9
Impact .....	11
Construction Ideas in Action .....	13
Pulse of Building .....	15
Tomorrow's House .....	17
Building with Brains .....	29

## News

The Building Outlook: What's new and What to do about it .....	35
Regional News .....	37
Dickerman's Column .....	220

## The Cover Story

Remodeling Problem House: how every problem was solved .....	100-109
--	---------

## Features

Remodeling survey .....	87-93
Remodeling helps this home builder keep his crew busy all year round .....	88
Attic dormer system made this company a full-time remodeler and builder .....	90
Some tips from two remodeling specialists ..	92
Estimating forms for remodeling: how to keep track of jobs and costs .....	94
The Yellow Pages: a low-cost way to find remodeling customers .....	98
Manufacturers' remodeling catalogs .....	99
Remodeling Problem House .....	100-109
What it takes to be a remodeler .....	100
Would you know where to start ... or where to stop? .....	102
Can you turn on your imagination like this? ..	104
Can you be flexible with standard building materials? .....	106
Can you "go Hollywood" with a 30-year-old kitchen? .....	108
There is a ready market for good contemporary (Blueprint House No. 265) .....	110
How to adapt ideas from our Blueprint Houses	120

There's hidden-value merchandising in aluminum .....	123
How to enter AMERICAN BUILDER'S Best Model Homes and Hidden Values Contests .....	124
Curtain walls cut this motel's wall-erecting costs by 50 per cent .....	126

## Remodeling

Remodeling survey .....	87
These specialists can give you some ideas for remodeling .....	88-93
Estimating forms for remodeling .....	94
How to attract remodeling customers .....	98
Manufacturer's remodeling catalogs .....	99
Remodeling Problem House: U.S. Gypsum's Home Improvement Research House ....	100-109
New Products for remodeling .....	131

## Merchandising

Sell remodeling with the Yellow Pages .....	98
Hidden-value merchandising .....	123

## Commercial

Curtain walls cut costs .....	126
-------------------------------	-----

## Houses and Plans

Construction Ideas in Action .....	13
Regional house of the month .....	40
The houses remodeled by these builders are rich in ideas .....	88-93
Remodeling Problem House .....	100-109
Blueprint House No. 265 .....	110
How to adapt Blueprint-House ideas .....	120

## Land Planning

Your tractor can save you \$5,000 a year .....	190
--	-----

## Departments

New Products and Catalogs .....	131
Land Planning .....	190
Technical Guide .....	196
Cost Saver .....	204
How to Do It Better .....	208
Ask the Experts .....	216
Better Detail of the Month .....	230
The Month Ahead .....	240

Cover photo: Hedrich-Blessing, photographer

**Editorial Director** Joseph B. Mason

Associate Editors  
 Construction Maxwell Hutton  
 Merchandising Alvin M. Hattal  
 Technical Joseph Ferche  
 New Products and April Buyers Guide Sally Anne Gassert  
 Assistant—New Products Georgia Cookson  
 Assistant—Buyers Guide Lawrence Laub

**Editor** Walter Reese Browder

News June Vollman  
 Features Louis A. Volse  
 Copy Editor Arthur Maher  
 Western Editor William C. Rodd  
 Midwestern Editor Walter Veneigh  
 Assistant Ethyl Byrns  
 Washington Editor Walter J. Taft

**Managing Editor** William F. Koelling

Art Director Russell F. Rysam  
 Assistant Art Director Robert Garlin  
 Production Editor Eleanor B. Wright  
 Production Director M. J. Figa, Jr.  
 Research Director J. W. Milliken  
 Publisher Arthur J. McGinnis

Editorial office including April Buyers Guide issue: 30 Church St., New York 7, N.Y.

Regional editorial offices: Midwest—West Monroe, Chicago 3, Ill. West Coast—1336 Wilshire Blvd., Los Angeles 17, Calif.

American Builder is published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, Emmett St., Bristol, Conn., with editorial and executive offices at 30 Church St., New York 7, N.Y. James G. Lyne, Chairman of the Board; Arthur J. McGinnis, President and Treasurer; Duane C. Salis-

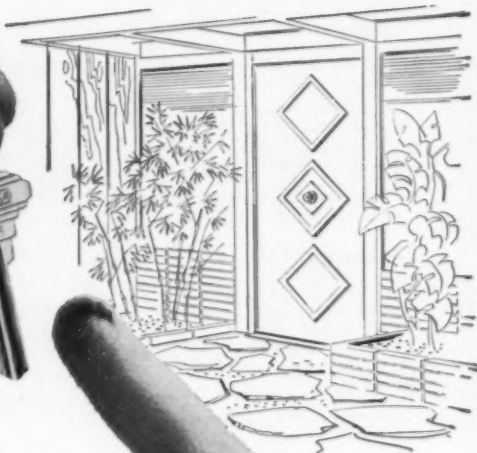
bury, Executive Vice President and Advertising Sales Director; Fred A. Clark, Vice President and Secretary; George A. Dusenbury, Vice President and Editorial and Promotion Director; Walter Reese Browder, Vice President; Robert C. Van Ness, Vice President and Circulation Director; George Hutch-

ings, Regional Vice President; Michael J. Figa, Jr., Vice President and Production Director; Bayne A. Sparks, Regional Vice President. The editors are not responsible for unsolicited manuscripts. Manuscripts to be returned must be accompanied by a stamped, self-addressed envelope.

**THE**

# Quality Touch

**SOLD THIS HOME**



Quality building is evident before you even enter a home that has been locked with beautiful Schlage Locks. A Schlage Lock on the entranceway—the first thing you touch—says, “This is the work of a quality builder.”

Schlage, pioneer of the much-imitated cylindrical lock, is the standard of the industry. To a customer, to a builder, to an appraiser there is no finer name on a latch plate than Schlage. Schlage Lock Company... San Francisco... New York... Vancouver, B.C.

**® SCHLAGE®**

**AMERICA'S MOST DISTINGUISHED  
LOCK BRAND**



# READER'S GUIDE TO Advertising

<b>A</b>			Gerrard Co., Inc., W. A. ....	238	Showerfold Door Corporation .....	231
Allied Chemical Corp., Solvay Process Division .....			*Gladding McBean & Co. ....	441	Simpson Logging Company .....	76A-76D
Aluminum Company of America .....			Grant Pulley and Hardware Corporation .....	229	Skil Corporation .....	84, 85
American Brass Company, The .....			<b>M</b>		Smith & Loveless, Inc. ....	175
American Builder .....			Hager & Sons Hinge Mfg. Co., C. ....	4	Sonoco Products Company .....	233
American Gas Association .....			Hamlin Products, Inc. ....	220	Standard Dry Wall Products, Inc. ....	232
American Radiator & Standard Sanitary Corp. ....			Hobart Manufacturing Co., The, Kitchen Aid Home Dishwasher Div. ....	173	Steel Scaffolding Company, The .....	178
American-Saint Gobain Corporation, American Window Glass Division .....			Hotpoint Co. ....	82, 83	Stow Manufacturing Co. ....	210
American Screen Products Company .....			<b>I</b>		Sun Valley Industries, Inc. ....	18
American Siskraft Corporation .....			Inland Homes Corporation .....	128	Symons Clamp & Mfg. Co. ....	220
American-Standard, Youngstown Kitchens Division .....			Inland Steel Products Company .....	76		
American Telephone & Telegraph Co. ....			International Harvester Company .....	184, 185	<b>T</b>	
Amerock Corporation .....			<b>J</b>		Tappan Company, The .....	136, 137
Andersen Corporation .....			Jacuzzi Bros. Inc. ....	208	Tennessee Stove Works .....	154
Armstrong Cork Company .....			Johns-Manville .....	226	Thompson Co., Inc., E. A. ....	155
Asrock Floor Products Division, Uvalde Rock Asphalt Co. ....			<b>K</b>		Timber Engineering Company .....	154
<b>B</b>			Kentile, Inc. ....	Cover 3	Trade-Wind Motors, Inc. ....	145
Bar-Brook Mfg. Co., Inc. ....			Keuffel & Esser Company .....	228	*Trust Deed & Mortgage Exchange .....	44D
Bell & Gossett Corporation .....			Kitchen Aid Home Dishwasher Div., The Hobart Manufacturing Co. ....	173	<b>U</b>	
Berry Door Corporation .....			Kohler Co. ....	222	United Cork Companies .....	132
Bestwall Gypsum Company .....			Koppers Company, Inc. ....	135	United States Gypsum Company .....	61
Bird & Son, Inc. ....			Wolman Preservative Dept. ....	135	United States Plywood Corporation .....	139
Black & Decker Mfg. Co., The .....			<b>L</b>		United States Steel .....	193
Bostrom-Brady Mfg. Co. ....			Lawyers Title Insurance Corporation .....	209	Universal Atlas Cement Company .....	142
Briggs Manufacturing Company .....			Lennox Industries, Inc. ....	174, 175	Universal C.I.T. Credit Corporation .....	217
Broan Manufacturing Co., Inc. ....			Levelall, Thom-Wood Company .....	238	*Utility Body Co. ....	44N
Brown Company .....			Leviton Manufacturing Company .....	140	Uvalde Rock Asphalt Co., Asrock Floor Products Division .....	21
Butler Manufacturing Company .....			Lockwood Hardware Manufacturing Company .....	199	<b>V</b>	
<b>C</b>			<b>M</b>		Vikon Tile Corporation .....	238
Cabot Inc., Samuel .....			McCall's .....	14	Viriden Co., John C. ....	143
Calder Manufacturing Co. ....			Macklanburg-Duncan Co. ....	54, 55	<b>W</b>	
Capri Sales, Inc. ....			Majestic Co., Inc., The .....	192	Warren-Knight .....	233
Carrier Corp. ....			Markel Electric Products, Inc., La Salle Products, Inc. ....	236	Wasco Products, Inc. ....	202
Carrollton Manufacturing Company .....			Marsh Wall Products, Inc. ....	206	Weather-Bloc Co., Inc. ....	192
Case Co., J. I. ....			Masonite Corporation .....	194	Western Lock Mfg. Co. ....	67
Case Manufacturing Corporation .....			Massey-Ferguson Industrial Division, Massey-Harris-Ferguson, Inc. ....	187	Western Pine Association .....	44
Celotex Corporation, The .....			Mastic Tile Corporation of America .....	235	Whirlpool Corporation .....	201
Cemex of Arizona, Inc. ....			Milwaukee Electric Tool Corporation .....	235	White Instrument Company, David .....	234
Charles Machine Wks., Inc. ....			Minnesota Mining and Manufacturing Company .....	212	Wiegand Company, Edwin L. ....	223
Classified Advertisements .....			Misceramic Tile .....	73	Williamson Company, The .....	153
Closures Division of Clorox Corporation .....			Mulker Company, Sam .....	239	Williams Products, Inc. ....	77
*Columbia-Geneva Steel Division, United States Steel Corporation .....			<b>N</b>		William Wallace Company, Metalbestos Division .....	227
*Comet Manufacturing Company .....			National L.P.-Gas Council .....	236	Wiremold Company, The .....	144
Consolidated Corp. ....			National Lumber Manufacturing Association .....	68	Wolman Preservative Dept., Koppers Company, Inc. ....	135
Curtis Companies Incorporated .....			National Manufacturing Company .....	Cover 4	<b>Y</b>	
Curtis-Wright Corporation .....			National Oak Flooring Manufacturers' Association .....	6	Yeomans Brothers Co. ....	183
<b>D</b>			News Week .....	19, 20	Youngstown Kitchens Division of American-Standard .....	224, 225
Dayton Sure-Grip & Shore Co., The .....			Nova Sales Co. ....	172	<b>© 1959 American Builder</b>	
Delco Products Division, General Motors Corporation .....			Subsidiary of Homasote Company .....	172		
Delta Power Tool Division, Rockwell Manufacturing Company .....			NuTone, Inc. ....	Cover 2, 1, 2		
DeVac, Inc. ....			<b>O</b>			
Dexter Lock Division, Dexter Industries, Inc. ....			Orangeburg Manufacturing Co., Inc. ....	70		
Dodge Reports, F. W. Dodge Corporation .....			Overhead Door Corporation .....	156, 157		
Dodge Trucks .....			Owens Illinois Glass Block, Kimble Glass Company, subsidiary of .....	195		
Douglas Fir Plywood Association .....			<b>P</b>			
Dow Chemical Company, The .....			Pease Homes & Building Materials .....	78		
Ductless Hood Co., Inc., The .....			*Pioneer-Flintkote .....	44M		
<b>E</b>			Pittsburgh Corning Corporation .....	34		
Edwards Engineering Corp. ....			Preway Inc. ....	60		
Efron Mfg. Co., Theodore .....			<b>Q</b>			
Eljer Division of The Murray Corporation of America .....			Quaker State Metals Company .....	205		
<b>F</b>			<b>R</b>			
Farley & Loetscher Manufacturing Company .....			*Radco Products, Inc. ....	44D		
Fasco Industries, Inc. ....			Raynor Manufacturing Co. ....	214		
Fiat Metal Manufacturing Co. ....			Ready Hung-Door Corporation .....	162		
*Fibreboard Paper Products Corporation, Fabcob Building Material Division .....			Red Cedar Shingle Bureau .....	211		
Firestone Tire & Rubber Company .....			Remington Arms Co., Inc. ....	176		
Flinck Company, The, Building Materials Division .....			Republic Steel Corporation .....	180, 181		
Flinck Building Materials—a Division of The Flinck Company .....			Rifco Laminated Products, Inc. ....	188		
*Fuller & Co., Inc., W. P. ....			Robertshaw Thermostat Division, Robertshaw-Fulton Controls Company .....	10		
<b>G</b>			Rockwell Manufacturing Company, Delta Power Tool Division .....	239		
General Air Conditioning Corp. ....			Roddie Plywood Corporation .....	162		
General Chrome .....			Rohloff & Company .....	235		
General Electric Company .....			Rowe Manufacturing Company .....	198		
General Electric Company, Range Dept. ....			R. O. W. Sales Company .....	33		
General Tire & Rubber Company, The, Building Materials Division .....			Ruberoid Co., The .....	59		
Georgia-Pacific Corporation .....			<b>S</b>			
Gering Products Inc. ....			Samuel Stamping & Enameling Co. ....	79		
<b>*Appears in Western editions only.</b>			Schlage Lock Company .....	8		
			Servis Equipment Co. ....	161		
			Shakertown Corporation .....	203		

## Advertising Sales Representatives:

<b>NEW YORK 7, N.Y.</b> 30 Church St. Phone: Warrh 4-3060	Jack Wyatt District Manager Sul Scarola District Manager
<b>CHICAGO 3, ILL.</b> 79 West Monroe St. Phone: Randolph 6-0794	George Hutchings District Manager Dave Rempel District Manager
<b>CLEVELAND 15, OHIO</b> 1501 Euclid Ave. Phone: Main 1-4455	D. J. Casey Regional General Manager Arthur W. Stockdale District Manager
<b>TOLEDO 6, OHIO</b> 3545 Lincolnshire Woods Rd. Phone: Greenwood 9-2801	Harold Mann District Manager
<b>DALLAS 19, TEXAS</b> 3908 Lemmon Ave. Phone: Lakeside 1-2322	Joe Sanders Representative
<b>LOS ANGELES 17, CALIF.</b> 1236 Wilshire Blvd. Phone: Hubbard 3-0390	Bayne A. Sparks Regional General Manager
<b>SAN FRANCISCO 4, CALIF.</b> 244 California St. Phone: Garfield 1-7004	Dave Clark District Manager
<b>ATLANTA 9, GA.</b> 22 Eighth St. Phone: Trinity 2-6720	J. Sidney Crane Representative
<b>NEW YORK OFFICE:</b> Advertising Sales Manager Sales Promotion Manager Production Manager	Fred A. Clark Richard S. Barton John V. Mitchell

This index is an editorial feature maintained for the convenience of readers. It is not a part of the advertiser's contract and American Builder assumes no responsibility for its correctness.



## "This builder really knows what women want!"

"Talk about a modern kitchen in a model home . . . here's the newest thing in automatic top burner gas cooking—the FLAME SET\* 'burner with a brain.' With this new control you can get the flame size you want—immediately.

"Now you can cook with any size pan, large or small, and not worry about burning or scorching foods. It also means you can use the same temperature settings for aluminum and non-aluminum pans alike. That's something you couldn't do when cooking with

the old style 'burner with a brain.'

"This FLAME SET 'burner with a brain' certainly makes a kitchen modern. I like it."

Yes, the FLAME SET "burner with a brain" is an attention-getting sales feature that's *remembered* by people who are house hunting. It will help you sell your prospects.

Write today for more information. Robertshaw Thermostat Division, Robertshaw-Fulton Controls Company, Youngwood, Pennsylvania.

VMA 6354B

TRADE MARK

# Robertshaw



# AMERICAN BUILDER Impact

## To The Editors:

AMERICAN BUILDER  
30 Church Street  
New York 7, N.Y.

### Re: "Markets on the Move"

Congratulations to you and the staff on AMERICAN BUILDER for your recently released "Markets on the Move." This is a very fine piece of work and is exactly the kind of information that more active and migrating home builders want and need. . . .

David C. Slipper, president  
Webb & Knapp Communities Inc.  
New York, N.Y.

### Disaster-proof construction

The article on pages 158 and 159 of your February issue ["How to Build a House with a Disaster-Proof Masonry Core"] should be read . . . by everyone interested in survival, especially those who have been advocating that we can survive bomb-blast attacks by digging holes in the ground and scurrying into them like moles.

Your technical item, "Better Detail of the Month," on page 178 is a world-wide scoop on these three new walls because of the way in which you drafted the story. We feel sure that page 178 will stimulate the thinking of architects, engineers, and builders on ways to build quality walls having the "Solid Look." May we have permission to reproduce this page? . . .

Ralph E. Yoder  
Structural Clay Products Institute  
Seattle, Wash.

### Prefab financing

We note in your recent excellent article about pre-fab services, that, under the title of Richmond Homes Inc., you failed to show any financing assistance by this organization.

We would like to point out that Housing Credit Corp., has been the acceptance corporation for Richmond Homes, Inc., since 1953 and is presently involved in land financing, model-home financing,

construction financing, permanent FHA and VA financing and servicing of loans as well as general mortgagee services and facilities to all dealers of Richmond Homes Inc.

William C. Smith, president  
Housing Credit Corp.  
Richmond, Ind.

### Courtyard apartments

. . . All our work has been published in major U.S. and foreign architectural and building journals—but never in our 10 years of practice has the publication of any of our structures ["11 Cost Savers You Can Use to Build A Small Courtyard Apartment"] brought the reaction and acclaim as resulted from your February issue. We have been snowed with long distance telephone calls and written inquiries regarding additional information, plans, architectural services, etc.

We are highly flattered and extremely pleased with this reaction. And more important: it seems apparent that speculative and investment builders are becoming increasingly aware of the economic

merits of creative architectural design. . . .

Craig Elwood  
Craig Elwood Assocs.  
Los Angeles, Calif.

### Research House

What a wonderful job of reporting you did on the Knoxville Research House [January, pp. 79-97]. We worked very closely with that house, as you know, and so it was hardly news to us. Nevertheless, we found the story fascinating. The detail and order with which you treated it is, to our knowledge, an AMERICAN BUILDER monopoly in the trade field. . . .

Hilda Slautterback  
Living for Young Homemakers  
New York, N.Y.

### Still outraged

. . . We would appreciate your sending us 25 reprints of your article on codes, March '58 "Outrage" issue. . . .

Jennie M. Lancaster  
Home Builders Assn. of  
Greater Cleveland  
Cleveland, Ohio



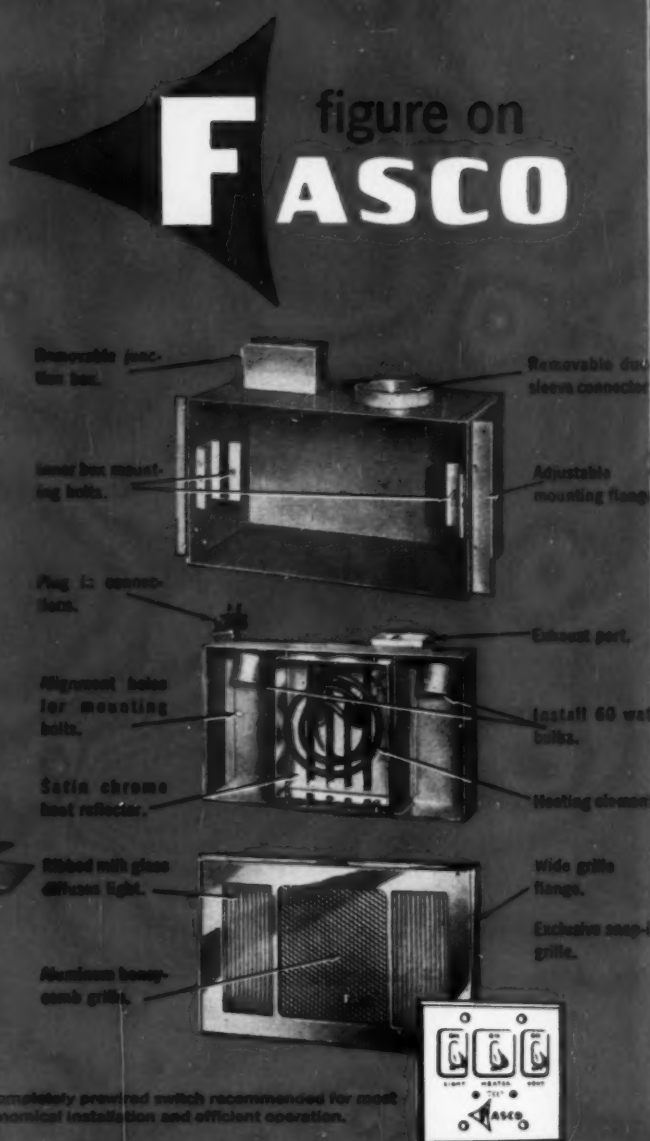
"Let's see if I can visualize those modifications . . ."

NEW! a smartly designed  
...easy to install

# VENTILATOR Heater LIGHT



See the complete line at the  
Builders Show • Space 440-441  
Hotel Sherman



No. 622 Completely prewired switch recommended for most economical installation and efficient operation.

... the latest in the **Slim Trim LOOK** from FASCO—Here is the combination unit that has exclusive features found on no other ventilator-light-heater, and everything is wrapped up in one smart package. 120 watts of recessed, soft, abundant illumination... efficient ventilation to keep the bathroom dry and odor free... plus the adequate gentle warmth of a heater to take the chill out of those crisp mornings.

## HERE ARE SOME OF THE EXCLUSIVE FEATURES:

### Specifications

Model	Impeller Diameter	CFM	Element Wattage	Amps	BTU	Shipping Weight
657C	4 1/4"	100	1000	10	3412	19 lbs.

Chrome grille frame • Two speed heater (high speed—both heater and ventilator switch on; normal speed—heater switch only) • Satin chrome reflector—deflects all heat downward • Aluminum honeycomb heater grille—directs heat down • Bimetal motor automatically closes positive damper control directing air over heating element • Automatic reset circuit breaker

**FASCO INDUSTRIES, INCORPORATED, North Union and Augusta, Rochester 2, New York**

Please send me your new full-color, full-line catalog of Fasco range hoods and ventilators.

Name

Company

Address

City

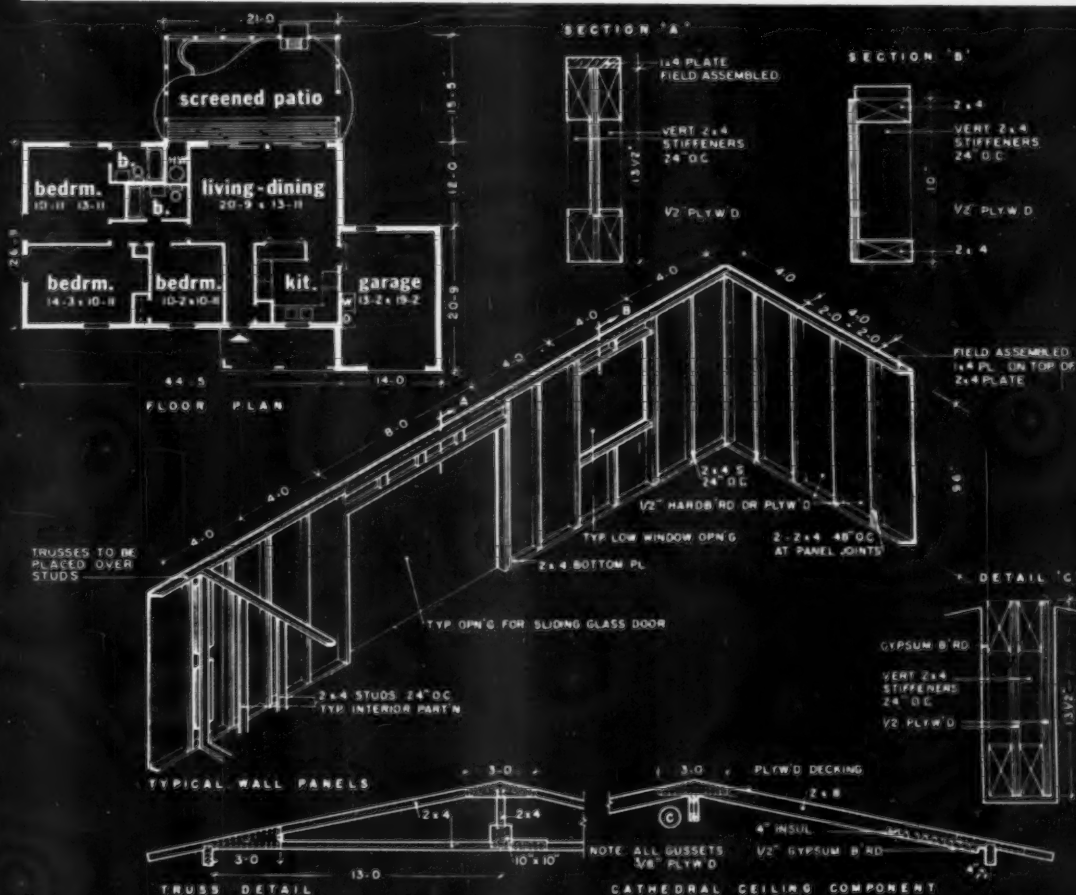
Zone

State

AB-759



## CONSTRUCTION Ideas in Action

**Here's a panel system with built-in plywood box beams**

**B**Y BUILDING plywood box beams into his panels, Savannah builder Clayton Powell produced a structure much lighter than conventional framing. The system he used is similar to that recently

unveiled by the Small Homes Council of the University of Illinois.

(Details from "Fiesta," a winner in 1958 AMERICAN BUILDER Best Model Homes Contest.)

## **BUILDERS AND HOMEMAKERS**

*Significance behind some of the current excitement on the American home-building scene today lies in these two related facts:*

- 1) A tremendous number of important facts bearing on consumer wants and needs in new homes was uncovered at the recent Congresses on Better Living, sponsored by McCall's in Washington, D.C.*
- 2) There was immediate response and action on the part of home builders across the nation, eager to know and to provide the kinds of homes American women will buy.*

## **HOMEMAKERS ARE KEY SPECIALISTS**

*Builders recognize that women, as homemakers, are the key to successful building and selling programs. Builders know from experience, conditioned by day to day selling of homes to prospective buyers, that the woman of the family is most directly concerned with her family's home — its appearance, its comfort-providing qualities, its ability to function efficiently for the needs of her family. This, builders say, makes her a specialist in judging new homes.*

*Time after time, builders relate: "If the home suits her, if she feels it will function most efficiently for her family, the sale is next to made. On the other hand, if it does not satisfy her needs, seldom will any amount of pressure on the man of the family be sufficient to overcome her knowledgeable objections."*

## **WOMEN'S WANTS ARE BUILDERS' GUIDES**

*Using the Congress "findings" of what women really want in new homes today, as voiced by the women delegates, McCall's Congress on Better Living Home Certification Program was developed as a vital aid to builders, and a flexible departure from customary magazine promotions.*

*The reaction was immediate and continues strong. In less than a year's time, some 46 of the nation's top home builders — smallest to largest in volume — have thus far qualified 94 individual model homes (44% of the total number submitted) which not only possess good design but further provide features recommended by the women delegates to the Congress on Better Living.*

## **CERTIFIED BUILDER COMMENTS**

*"Immediately upon the announcement of the awards, traffic in our large residential community of Lake Hills, located in suburban Seattle, increased almost two-fold. Our total volume increased approximately 35% over the same period in 1957.*

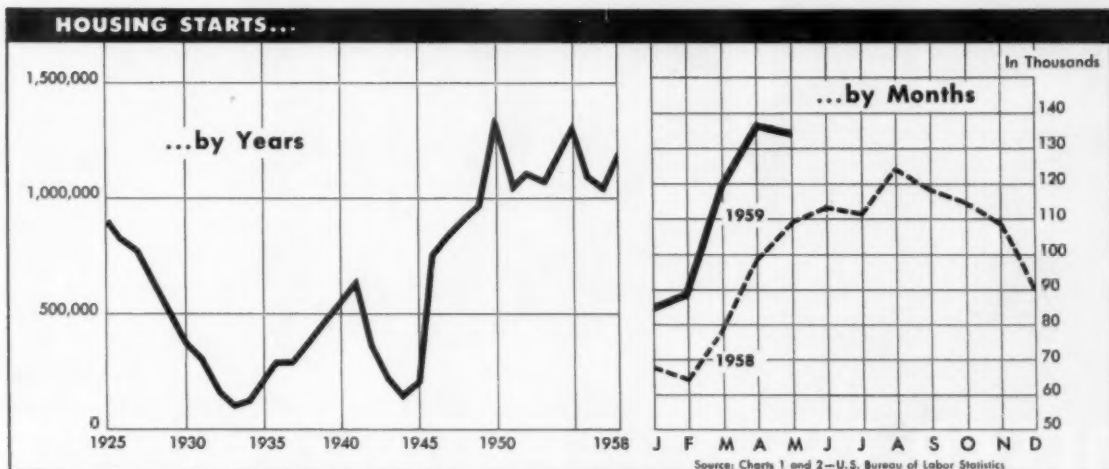
*"In our experience, and we feel quite qualified in this field, we have never seen a program more thoroughly conducted. Not only did it help us, but we are sure it is a tremendous boost for the entire building industry."*

GEORGE BELL, Bell and Valdez Enterprises

**Attention Builders and Manufacturers: For information on how this Congress on Better Living Home Certification Program can help your selling programs, contact Director, Home Certification Program, McCall's, 230 Park Avenue, New York 17, N. Y.**

\*A trademark of McCall's...the magazine of Togetherness, circulation now more than 5,400,000 / © 1959 McCall Corporation

# THE Pulse OF BUILDING



**Interpretations: 1** MAY'S 134,000 STARTS, giving a seasonally-adjusted annual rate of 1,390,000, were 24 per cent above the May, 1958 total and the highest May for any year except 1950 and 1955.

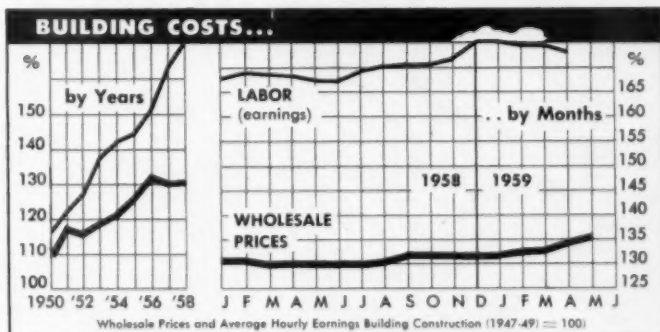
Even though starts fell off slightly from April to May, 1959 still shapes up as a record-shattering year. It must be recalled that April starts were unusually high—which probably contributed to the down-trend. The combined five-month total of starts—572,000—was 35 per cent higher than during the same 1958 period and also the highest total for any five-month period except 1950. Over-all construction activity for the first five months of 1959 also set a new high for a five-month period.

## 15 LEADING HOME BUILDING AREAS

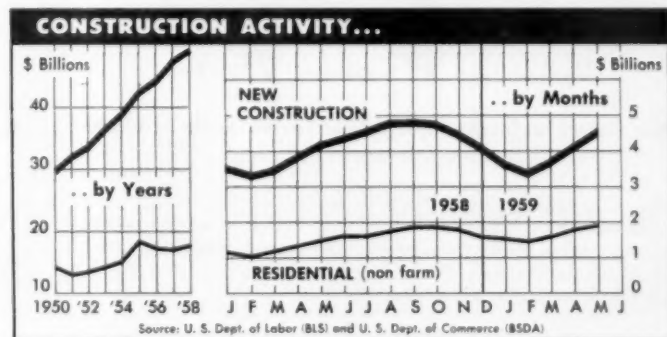
Dwelling units built in Metropolitan areas during the first two months of 1959. (BLS)\*

	Units	% Change Jan.-Feb. 1958-59
New York	13,753	+ 163
Los Angeles	11,964	- 2
San Diego	4,523	+ 43
San Francisco	4,048	+ 67
Chicago	3,938	+ 24
Phoenix	2,932	+ 44
Washington	2,910	+ 13
Philadelphia	2,799	+ 99
Miami	2,654	- 26
Seattle	2,653	+ 108
Detroit	2,111	+ 29
Atlanta	1,932	+ 29
Baltimore	1,684	- 8
Denver	1,463	- 12
Cleveland	1,342	+ 59

\* Based on building permit reports and estimates for nonpermit issuing parts of these areas



**2** CONTINUING TO RISE, wholesale prices hit the 135.7 mark, led mainly by Douglas Fir and other lumber and mill work and a sizeable increase in building wire. April earnings fell to 173.



**3** ANOTHER NEW MONTHLY HIGH was set by April's \$4.6 billion of new construction. Five-month private construction outlays of \$13.9 billion were dominated by spending on new housing.



Here's how to meet the demand for better quality in low cost homes and still make a good profit



# OFFER THE SUPERIORITY OF VINYL ...AT BUDGET-MINDED PRICES!

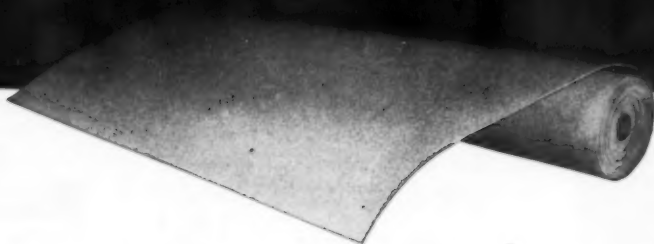
...WITH *Bolta-Floor*  
"Vogue"

AND *Bolta-Top*  
HEAT RESISTANT SURFACES



New Modern, High-Style, All-Vinyl Floor Tile for as low as \$28.00 installed in average 8' x 10' room

New Vogue is designed in eye-appealing colors and patterns that last years longer with less care. Vogue offers the resistance to stains, scuffs, spotting and fading that have made vinyl so much in demand. It mops clean as new without harsh scrubbing and does not require waxing.



Beautiful Mar and Stain Resistant Flexible Vinyl Protected with MYLAR\*. Easier to install. For 1/2 the cost of pre-formed surfaces

New Bolta-Top, in either standard or cigarette-resistant grades, is available in the newest decorator colors and patterns. Its beauty is protected with Mylar\* for more years of resistance to scuffs and stains. Bolta-Top folds without cracking around edges and up walls... can be applied easily on-the-job without special tools. May be installed with or without molding.

Get the full story on these beautiful, durable, low-cost high-quality vinyls.

Write today to:



**THE GENERAL TIRE & RUBBER COMPANY**  
BUILDING MATERIALS DIVISION • AKRON, OHIO

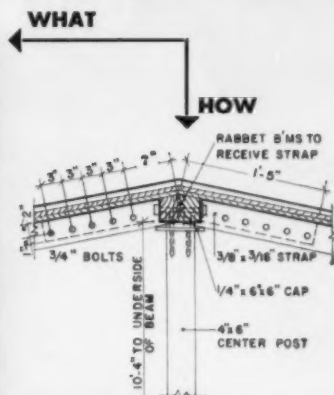


\*Mylar—DuPont's Reg. T. M. for its super-strength polyester film



# Tomorrow's HOUSE

Photos: courtesy Southern California Gas Co.

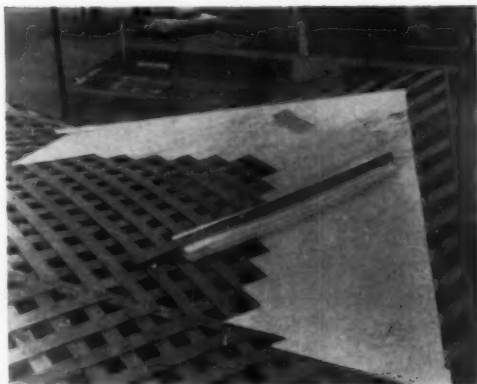


◀ **VIEW FROM ABOVE** shows how this part of the "Flow House" roof is made up of four squares. Post in the center holds up the corner common to all the squares.

## This wood-strip construction makes a roof that "flows" in natural curves

The trellis-like structure shown above is really the newest thing in roof framing. California architect Roscoe Wood designed it for what he calls a "Flow House." Two layers of 1x6 wood strips, laid at right angles across

square sections and supported at the corners, form a hyperbolic-paraboloid shape. An insulating deck is laid on top of the strips, and a layer of plastic sprayed atop the deck to form the finished roof surface.



**STYROFOAM SLABS**, 1 in. thick, are laid over the strips to form the deck and to insulate the roof. The strips themselves are 1x6's spaced on 12-in. centers. The total area of the roof is 1,000 sq. ft.



**INTERIOR CEILING** is especially attractive, with the white styrofoam showing through the latticework. Although roof is curved, its edges are straight, so there is no great difficulty meeting the side walls.

*Specifically better...*

## Sun Valley Aluminum Sliding Glass Doors



### IMPERIAL WEATHERWALL

- The Imperial Weatherwall's exclusive design has proven completely its ability to operate effortlessly even with the added weight of 1" insulated glass. Can also be single glazed.
- Many other features such as: Endless Vinyl "wrap-around" glazing bead, multiple Mohair silicoated pile weather stripping, extra heavy extrusions, truss principle rigid Frame and dual adjustable tandem rollers, make the Imperial Weatherwall the finest sliding door available.

### SENIOR CONVERTIBLE

- The Senior door Frame is designed to accommodate two distinct type Panels either single or  $\frac{3}{8}$ " insulated glass without an adaptor or extra cost.
- Exclusive truss design principle gives the Senior Door "walk-in" Frame complete rigidity, simplifying installation.
- Complete weather stripping to protect against wind, cold or rain.
- Simplicity and cleanness of design assures years of service free performance.

### JUNIOR DOOR

- A quality door specifically designed for use in modestly priced homes, and interior applications in fixed Panel or multiple slide series.
- The Junior Door while competitively priced has many of the Sun Valley quality features.

### SUN VALLEY DOORS IN FULL COLOR BEAUTY

Both the Imperial Weatherwall and the Senior Door are available in 10 original, "Decorator Series", colors; not paint, not enamel, not anodizing, but a new process... epoxy, a color impregnated resin that is durable, longlasting and highly chip resistant. This Sun Valley exclusive opens up many new areas to the use of Aluminum Sliding Glass Doors.



*Specifically better...*



For full details write to: Sun Valley Industries, Inc. at either: 8354 San Fernando Road, Sun Valley, California  
4528 West 51st Street, Chicago, Illinois

KEEP EXTRA WELL-INFORMED-



## COMPLETE YOUR NEWS PICTURE

### WITH NEWSWEEK

You're right up to date with all your professional news—or you wouldn't have this magazine in your hand now.

But there's another world of news you can't afford to miss either! The *exciting* world of politics and science; the *profitable* world of business and industry; the *entertaining* world of theater and books; plus so much more.

Yes—your professional news is only *part* of the news you need to work and plan better. But now you can complete your world news picture with this special introductory offer from Newsweek, the *different* news magazine—

# 40 weeks for only \$2.87

YOU'LL GET VITAL FACTS FIRST from Newsweek's 200 expert reporters and private sources. Proof? Newsweek readers were first to know—

- How Labor pressures votes from Congress.
- Russia's cold-war strategy for Germany.
- About the new housing boom.
- What U.S. consumers will be buying.

YOU'LL GO BEHIND THE SCENES, WORLD-WIDE, for facts important to your family and career. Get the real significance of today's big topics—

- Our uncertain economy: Which way next?
- Atom fallout: Do we get all the facts?
- Africa: A world power in 50 years?
- Population: Expanding too rapidly?

YOU'LL HAVE A WEEKLY ROUNDUP of facts and ideas to take to work, or relax over at home. Recent features have covered—

- Low-cost vacation sites in Europe.
- How executives add years to their lives.
- Who's hiring—where and whom?
- When to ignore a stock market tip.

*Only Newsweek stimulates your thinking with such a useful world coverage... PLUS so many exclusive extras →*

Just  
about  
7c  
a week!

SPECIAL OFFER

40 weeks only \$2.87

Just  
about  
7c  
a week!

## NEWSWEEK

(a \$1.75 saving on the regular subscription price;  
\$7.13 beneath newsstand cost!)

AI

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, ZONE, STATE \_\_\_\_\_

WE WILL BILL YOU LATER IF YOU WISH.

**GUARANTEE:** You must be fully satisfied with Newsweek or your money will be promptly refunded.

KEEP EXTRA WELL-INFORMED—

*fast, first, right—*

WITH NEWSWEEK'S EXCLUSIVE EXTRAS!

**Famously right predictions  
"PERISCOPE" FORECASTS**

Four pages every week covering Washington, business, the nation and the world... a look ahead relied on by over 1,200,000 leaders!

**Far-sighted business  
research**

**THE NATIONAL  
INDUSTRIAL  
CONFERENCE BOARD**

Invaluable reports on two economic pacesetters: The capital spending plans of heavy industry... the personal spending plans of consumers.

**Provocative signed opinion  
5 INDEPENDENT WRITERS**

These experts go deep behind the scenes of politics, business, communism, defense and world affairs... give you a stimulatingly different viewpoint.

**U.S. opportunity reports**

**THE NEW AMERICA**

"Exploding" population figures and fast suburban growth are creating new profit areas every day... and you'll spot them first in Newsweek.



**What America thinks**

**50-STATE LISTENING POST**

Only Newsweek takes America's "pulse" so accurately for you... 50 top editors alert you in advance to sweeping changes in public opinion.

**New horizons**

**BUSINESS SPOTLIGHT**

Latest, tested ideas for business and industry... a feature you'll turn to your own use many times!

**Probing science surveys**

**SPACE AND THE ATOM**

Continuous coverage of this country's most awesome achievements... on-scene reports from laboratories to launching sites.

**New travel, sports,  
hobby tips**

**LIFE AND LEISURE**

No matter what your interests "after hours," you'll enjoy them all with more solid pleasure after reading this sprightly section!

**And many**

**SPECIAL REPORTS**

For your complete understanding, "in-depth" coverage of every important news zone worldwide!

DISCOVER A  
NEWS SERVICE  
DESIGNED  
EXPRESSLY  
FOR YOU



**28 WEEKLY  
DEPARTMENTS  
and extras  
for just about  
a penny a day!**

Fill out, tear off and mail this Special Newsweek Order Card today!

FIRST CLASS  
PERMIT NO. 15119  
NEW YORK, N. Y.

BUSINESS REPLY MAIL

POSTAGE WILL BE PAID BY

**Newsweek**

444 MADISON AVENUE

NEW YORK 22, N. Y.

DM





## Floor Styling That Helps Sell Homes . . . in Versatile *Vina-Lux*® Vinyl Asbestos Tile

Rich color, fresh styling, carefree living — these are powerful sales helps the home builder can count on with floors of Vina-Lux vinyl asbestos tile. Installed quickly — on, above, or below grade! Vina-Lux delivers superior floor performance at surprisingly low cost.

See and compare Vina-Lux for yourself. Your flooring contractor can show you the full range of samples — 42 colors, 5 styles, 3 thicknesses.

*Write for full information on Azrock's Model Home Program: display floors, "hidden value" signs, identification cards, advertising and publicity.*

Vina-Lux is a nationally advertised product.

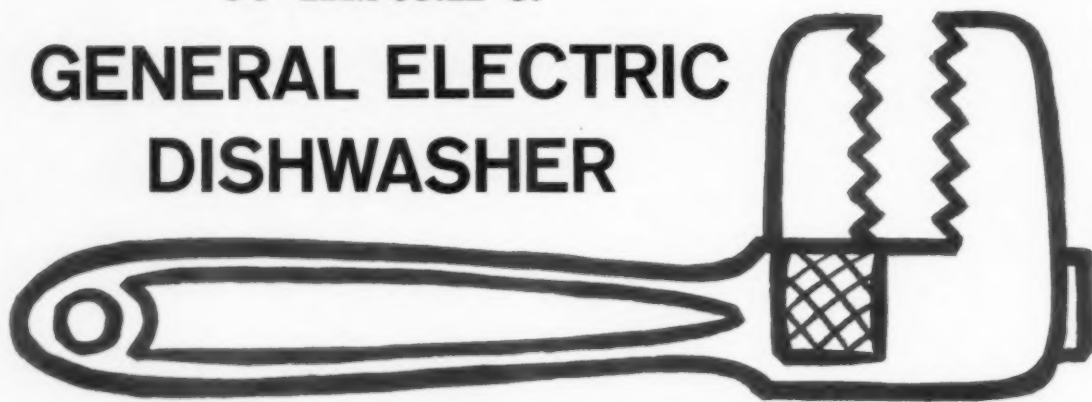


**AZROCK FLOOR PRODUCTS DIVISION**  
UVALDE ROCK ASPHALT CO. • 544A FROST BANK BLDG. • SAN ANTONIO, TEX.



MAKERS OF VINA-LUX • AZROCK • AZPHLEX • DURACO

You don't have to work  
your head off  
to install a  
**GENERAL ELECTRIC  
DISHWASHER**



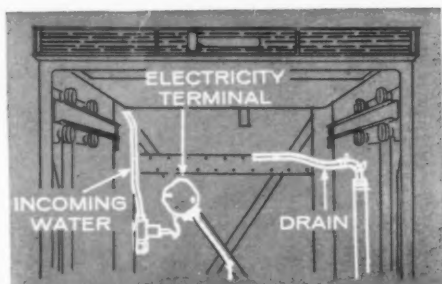
**Model SU-60:** 24" General Electric Dishwasher—available in 5 colors, 5 woods, brushed chrome and

antique copper. Features famous Flushaway Drain, built-in pump, custom washing performance.

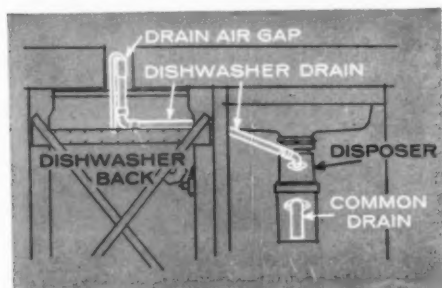
Sure, there's money to be made installing dishwashers. But you can knock yourself out before you knock out a connection on some machines. Who needs it?

That's why General Electric makes its dishwashers the world's easiest to install.

### HERE, SEE FOR YOURSELF



**Saves Time and Work**—Entire tub rolls right out of cabinet—and out of your way—while you make electrical and plumbing connections. (Four wood wedges let you shim and level cabinet while in place.)



**Sanitary Drain Air Gap**—Eliminates need for prior roughing in, provides maximum sanitation, uses one drain for both dishwasher and sink. (Optional: sanitary drain which utilizes existing sink.)

**General Electric makes three** under-counter dishwashers . . . the 24" SU-60 (shown opposite), the 24" SU-70 (Custom 4-Cycle Dishwasher), and the 30" SU-80 (with reserve capacity).

Simply suit the model to the job. The General Electric name is on each so you know the quality is tops.

And talk about acceptance . . . every year more people choose General Electric Dishwashers than any other make!

**P.S.** For a budget-priced, high-quality disposer unit, recommend the General Electric Model FC-15 Disposall®.

So easy to install, one man can quickly do the job. General Electric Company, Louisville 1, Kentucky.

**GENERAL**  **ELECTRIC**



*BIRD Wind Seal Shingles*

## **FINEST SELF-SEALING SHINGLES MADE**

Powerful dots of thermoplastic spaced for drainage, applied hot in the manufacturing process to the face side of the shingle so adhesive welds through granules to felt and later bonds direct to felt of shingle above for greatest holding power. Famous double surfaced thick butt construction. No sticking in the bundle. Lays fast in ordinary way. Consistently advertised in the Saturday Evening Post.



Bird & Son, Inc., East Walpole, Massachusetts  
Charleston, S.C. • Shreveport, La. • Chicago, Ill.  
Quality products since 1795

Put value in your model homes with

BEST FOR YOUR ROOF  
**BIRD**  
*Wind Seal Shingles*





This toddler's room features Aristoflex-Confetti #773.

# MATICO TILE FLOORS

**add Luxury at Low Cost**

There's nothing like the extra-value of a luxury-look floor to march your prospects right to the dotted line. You'll be happy to know Matico Tile is economical . . . low in cost, inexpensive to install, with long-time carefree use. It meets all applicable Federal Specifications.

This colorful floor is one of hundreds of decorator-dreamed patterns and colors that can make your model home eye-appealing and buy-appealing. Plan your next project with the sales-plus of Matico Tile Floors.

## MASTIC TILE CORPORATION OF AMERICA

Houston, Tex. • Joliet, Ill. • Long Beach, Calif.  
Newburgh, N. Y.

QUALITY CONTROLLED

**MATICO**  
PRODUCTS



Mastic Tile Corp. of America  
Dept. 5-7, P. O. Box 128, Vails Gate, N. Y.  
Send me full information on Matico Tile  
Flooring.

Name

Address

# New models for every priced home! New simpler, quicker

## **New General Electric Builder-**



**This is just one** of many beautiful kitchens you can plan around these new G-E Ovens and Cooktops. Features the Custom Double Oven Model J-780 in handsome new Copperfinish.

Two full-sized ovens install as one unit. Each oven has its own automatic timing, broiler, floodlight, two shelves. Upper

oven has automatic rotisserie and meat thermometer. All controls for both ovens in eye-level panel.

New eye-level pushbutton controls for cooktop are built right into hood . . . easy to see, easy to use, easy to clean . . . safely out of children's reach.

## **Installation ease that can't be matched by anybody!**



**One-piece drop-in cooktop** has built-in pushbutton controls . . . no separate panel to mount. Fits 29 13/16" x 20 7/16" space . . . flush with countertop.



**Six thumb screws** to tighten—one conduit—the job is done! Oven and cooktop installed by The Eagles Co., Louisville, in less than 32 minutes.



**One-piece oven** slides into wall opening or 27-inch cabinet. Comes from factory ready to install—no knobs or trim to remove or replace.

# installation! New high-appeal styling and features!

## designed Ovens and Cooktops

- Two full-sized ovens in single-mount unit fit space 27" wide 45 7/16" high! Need just one connection!
- Eye-level cooktop controls built into hood equipped with exhaust fan, floodlight! One connection!
- Engineered for easy installation...install both units in less than 45 minutes!

You'll find a built-in combination to fit *any* priced home you plan to build when you see the all-new line

of General Electric Ovens and Cooktops.

Dramatic new styling combined with all the most wanted automatic features make this the finest line of built-in ranges you've ever seen!

This G-E line is *Builder-designed* to offer you maximum flexibility with minimum installation cost!

*Best*, too, because there are no service headaches when you use G-E Ovens and Cooktops—every unit is backed by famous, dependable G-E service!

### Plenty of features to talk about!

**New Automatic Oven Timer**—easy to set as a clock

**Automatic Meat Thermometer**—for perfect roasting, broiling

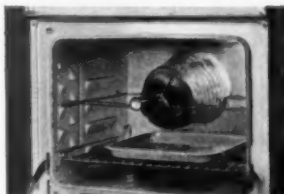
**"Charcoal-type" broiling**—with exclusive Focused-Heat broiler

**Built-in oven vent**—keeps door and controls condensation free

**Automatic oven floodlights**—recessed into wall

**Separate Minute-Minder**—1- to 60-minute range

**Picture-window doors**—on *all* G-E Built-In Ovens



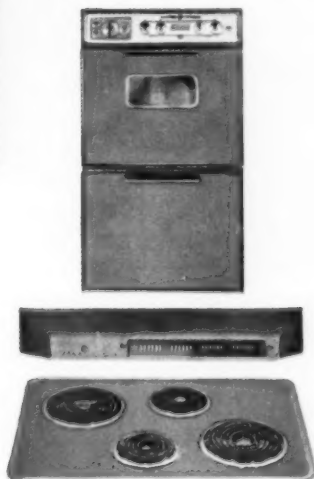
**Automatic rotisserie** barbecues a 20-lb. roast! Stainless steel spit. Removable handle grips hot spit safely, easily.



**Removable oven door** makes oven cleaning easy. Open door, flip up two pins, slide door off. Replaces with equal ease.

### They mix'n match!

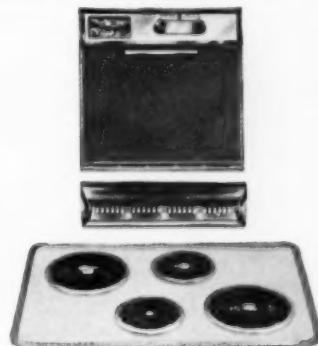
Mix or match these G-E Oven and Cooktop colors for really distinctive kitchens! Ovens available in Petal Pink, Turquoise Green, Canary Yellow, Woodtone Brown, White, Satin Chrome and new Copperfinish. Cooktops come in all colors and Stainless Steel.



**Custom Double Oven Model J-780;** Cooktop J-890 with eye-level controls built into hood. The perfect combination for custom installations.



**De Luxe Oven Model J-750;** integral Control Cooktop J-820—smart styling, automatic features, fast installation. Popularly priced combination.



**Custom Single Oven Model J-720 and Remote-Control Cooktop J-850**—newest features and advanced styling for unmatched convenience and beauty.



**Model J-802**—2-unit cooktop with remote controls. In stainless steel. Use in pairs or with 4-unit cooktop for flexibility and convenience.

**GENERAL**  **ELECTRIC**

For more Built-In news, turn page...

Here's built-in news...and it's all good!

# NEW General Electric ONE-PIECE Built-In Range

real built-in beauty...  
installation savings

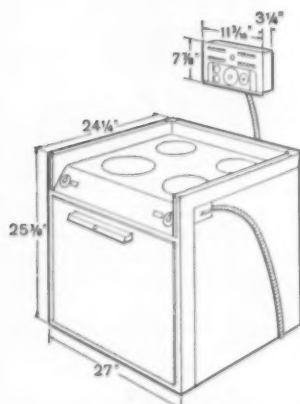
up to **\$100\***

Now you can add built-in appeal to any priced home! This new G-E One-Piece Built-In Range is a de luxe large oven and a recessed 4-unit cooktop—all in one piece to reduce installation costs!

## Quality features to please your customers:

- Big-capacity oven
- Removable oven door
- Focused-Heat broiler
- Automatic Oven Timer and Minute-Minder
- Hi-speed surface units. Pushbutton controls with master indicator light
- Fully enclosed bake and broil units
- Colors available: Pink, Turquoise, Yellow, Brown, White

**Saves 5 square feet  
of kitchen space!**



Separate oven and cooktop need space 57" x 24"—this new G-E One-Piece needs only 27" x 24"! Gives you extra space to add another kitchen feature—or cut this space and save up to \$60 in construction costs!



Range Dept., General Electric Co., Louisville 1, Ky.

**GENERAL ELECTRIC**



## Builder-designed to give these installation cost advantages:

Single conduit connection	Save up to \$ 25.00
No oven cabinet needed	Save up to 45.00
No cooktop base cabinet needed	Save up to 20.00
No waste in countertop covering	Save up to 20.00
	<b>\$ 110.00</b>
Less base panel below oven of G-E One-Piece	10.00

**Net savings to you \$100.00\***

\*Savings approximate. They will vary with local material, equipment and labor costs.

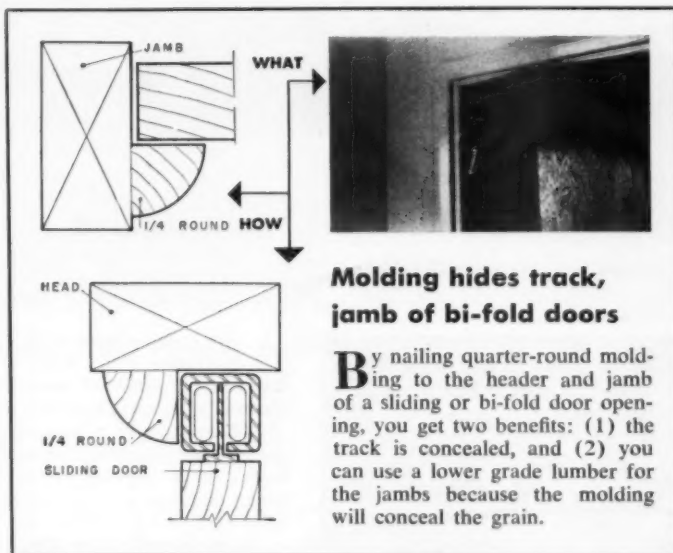


# BUILDING WITH Brains



## Give concrete walks a rough texture

Here's how: use 1-1/2-2-1/2 concrete mix, with white Portland cement and bright-colored aggregate. After walk sets a little, wash off surface cement with water, as shown above.

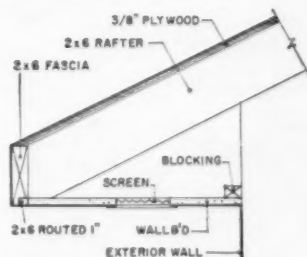


## Molding hides track, jamb of bi-fold doors

By nailing quarter-round molding to the header and jamb of a sliding or bi-fold door opening, you get two benefits: (1) the track is concealed, and (2) you can use a lower grade lumber for the jambs because the molding will conceal the grain.

## 2x6 fascias speed eave construction

Northern Builders, Inc., Wilmington, makes fascias of 2x6's. These are routed as shown, to receive soffits. Thus, one 2x6 replaces 2-in. framing member and a 1-in. finished board.



## Carrying case for saw doubles as saw table

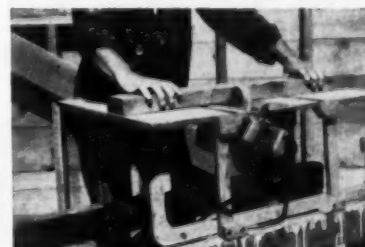
This case takes a little over \$5.00 and a little more than half a panel of 1/2- or 3/4-in. fir plywood to build. It's used to carry a circular saw, and it converts to a saw table at the site.

In the conversion process, the case's top and sides become the table top. The ends, plus two auxiliary legs (which are carried inside the case), support the table top. The handle becomes a leg brace. (See photos, below.)

For complete details, write to Douglas Fir Plywood Assoc., Tacoma 2, Wash.



COMPACT case for a circular saw . . .

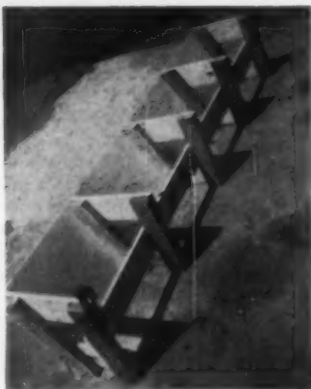


. . . BECOMES a saw table at the site.



HERE'S the saw case broken down.

**E**dge grade beam is shaped by tamping fill against this plywood form. Note steel straps, used to hold the form.



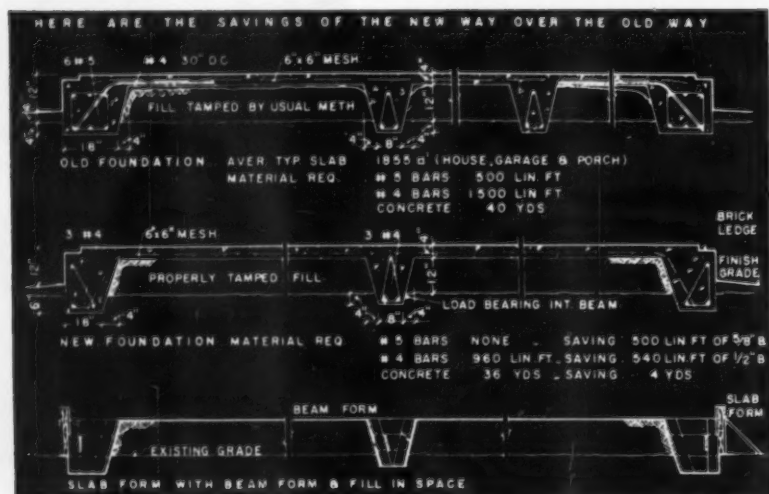
**B**earing-wall beam is shaped with this form. Here, rods and vapor barrier are in place, awaiting concrete.



**F**ill is tamped to 90% of optimum compactness, using hand tampers shown. Slab thickness is fixed by hanging beam forms exactly 4 in. from top of wall forms by steel straps.



## Slab "tailored" to local soil conditions, poured over hard-tamped fill, saves money for this smart Houston builder



**A** new grade-beam slab is saving Houston, Tex., builder Raleigh Smith four yards of concrete and a thousand feet of reinforcing per house.

FHA normally requires an over-designed slab (drawing, top left). Smith had a local engineer, J. B. Dannenbaum, redesign the slab (shown in the middle drawing); FHA approved it.

The new slab saves because the fill under it has been tamped to 90-percent compaction, cannot settle away as untamped fill might. With the fill carrying more load, grade beams at the edge of the slab can be lighter, need less reinforcing. Also, untamped fill settled during the pour, using more concrete than necessary.

The grade-beam forms, shown in the pictures above, allow precise leveling of the fill, also contribute to the saving in concrete.



### Handy "key," made from auto axle, simplifies lowering of pipe casings

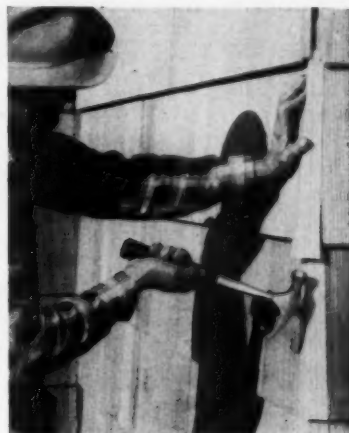
When a lawn settles below the top of a water-pipe casing, Al Stange, Peace & Peace Construction Co., Buffalo, N.Y., uses this "key" to turn the casing down. It's made from a car axle, fits into the casing cover, as shown above. It provides enough leverage to turn the casing without removing the surrounding soil.



### Nailing strips speed building of gable-end walls

Here's how Jacobson Construction Co., Sacramento, Calif., speeds fabrication of gable-end walls. As shown above, they apply shingles over

nailing strips, instead of over sheathing. This saves time, also protects the shingles from moisture damage by improving ventilation.



### Aluminum corners can save you time

Another time saver from Jacobson Construction Co.:

They do away with mitering shake edges by using aluminum corners. (These particular ones, called "Jiffy Corners," are made by Shakertown Corp., of Cleveland.)

Jacobson estimates it takes five minutes to miter and nail one shake corner. But in only 15 minutes, they apply "Jiffy Corners" eight courses high.

Other advantages: aluminum corners never open up; when painted, they look like ordinary shakes.



### Umbrellas take the heat off these roofers

These men aren't basking on a wooden beach. They're shingling a roof, in Portland, Ore. Anyone who's done that job under a summer sun knows why they've set up the beach umbrellas. (Photo courtesy the Portland Oregonian.)

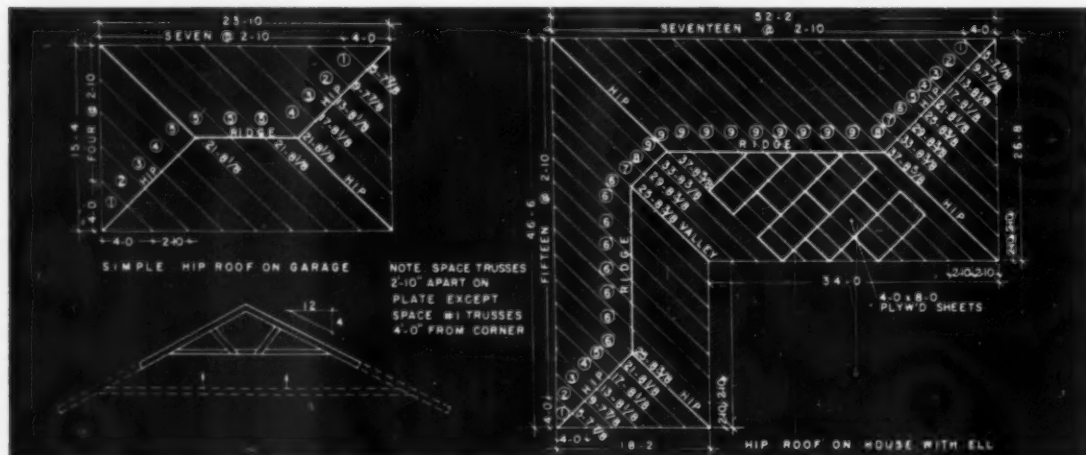


ENDS of first small truss are placed exactly 4 ft. from corner . . .



. . . HIP ROOF BEGINS to take shape as succeeding trusses are installed. Trusses are 2 ft. on centers, but are 2 ft. 10 in. apart along the plate.

## Latest thing in roof framing: trusses "on the bias . . ."



## . . . save you money by simplifying hip-roof construction

Here's a new truss system that promises big savings in the framing of hip roofs—especially on L-shaped houses. It was designed by Vandalia, Ohio, lumber dealer Carl Scholz, a specialist in trusses and Lu-Re-Co components. Ted Townsend, general manager of Scholz' Truss Mart, did the technical layout work.

As shown above, the new system is based on a simple, but ingenious idea: placing trusses diagonally, instead of at right angles to the walls. Trusses graduate in size towards the main part of the roof, turn the corner "naturally" at the junction of the wings.

### Advantages of the new system:

Fewer trusses are required. So handling and installation problems are greatly simplified. (Townsend says a conventionally framed hip roof 52 ft. long by 26 ft.

8 in. wide would require 14 main trusses, eight step-down hip trusses, 34 end jacks. Total: 56. With the new system, the same roof would require only 10 main trusses, eight pairs of progressively smaller trusses. Total: 26.)

No girders, bearing walls, or beefed-up trusses are required at a junction of two wings. This simplifies design and framing problems, facilitates modern, "open" planning in L-shaped houses.

So far, Scholz has built one experimental house employing the new system. He used nine different sizes of truss, all with 4-in-12 slope. They were all made on the same jig; upper chord jig blocks were stationary, bottom chord blocks were moved up as the trusses "shrank." Gusset plates were made by Sanford.



# Quality Windows

**ARE THE "BEST BUY"**

Quality wood windows look better—work better and cost less to own because they are much easier to maintain.

Cheap windows *cost you more* to install and more to service.

Use R·O·W windows—  
*with built-in buyer satisfaction.*



Removable R·O·W Windows are easy to demonstrate as a long term benefit



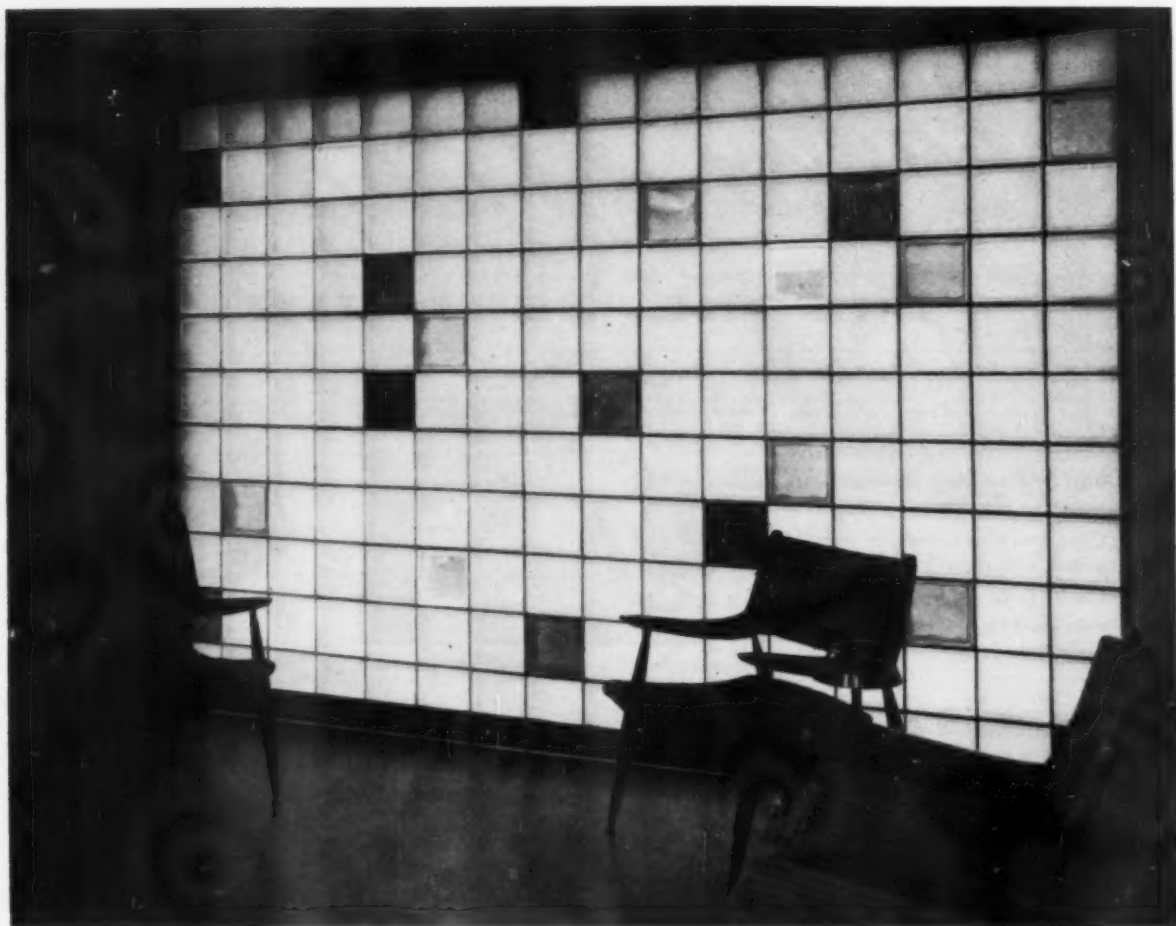
R·O·W is the trade-mark of R·O·W Sales Company, 1301-7 Academy Avenue, Ferndale

Wood Windows provide residential character not available in metal units. Wood is a natural *insulator*—metal is a natural conductor.

Removable Wood Windows insure better weather protection with natural insulation—plus take-out convenience, the feature that sets modern windows apart from windows manufactured fifty years ago.

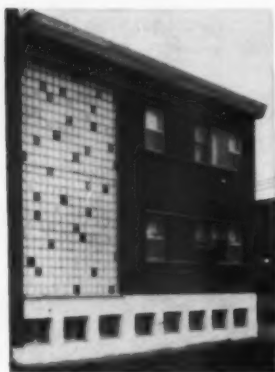
Top Quality and Top Value are the basic guides which have made R·O·W Removable Wood Windows the fastest selling double-hung unit in the country. Original cost is a little more than the lowest priced units, but you're buying lasting beauty and lasting performance. Eliminate call-backs and customer dissatisfaction by going R·O·W.

**R·O·W SALES CO. 1301-7 ACADEMY • FERNDAL 20, MICH.**



# PC GLASS BLOCKS

*When your clients ask for "something different"*



Inside: a warm invitation to relaxation and ease. Outside: crisp, clean, sparkling beauty. A touch of bright color spotted here and there for tasteful accent. Panels of PC Glass Blocks—clear, light diffusing and new PC Color Blocks—the perfect answer to the need for "something different" achieved with distinction and restraint. Try it on your next commercial building, reception room, retail store, home or office. A full line of PC Glass Blocks, including the new 4 x 12, allows you complete design freedom. Write for details. Department AJ-79, One Gateway Center, Pittsburgh 22, Pennsylvania. In Canada: 3333 Cavendish Boulevard, Montreal, Quebec.

P I T T S B U R G H



C O R N I N G

# WHAT'S New AND ► WHAT TO DO ABOUT IT

## Apartments—a booming market

1959 may see a new post-war high in apartment building. Apartment starts showed a 49% increase for the first quarter of '59 over the same '58 period. Total starts last year hit the 185,300 mark—only slightly below 1950's record 197,000. A typical case: the Chicago area, which is experiencing the biggest suite boom since the '20s. Bell Savings & Loan Assn. predicts over 6,000 will be built there in '59.

► One significant note: more apartments are going up in suburban areas. Apartment-minded builders should start looking around now for suitably-zoned land. If there's none in your area, sound out local officials on a possible change—before you need it. Don't wait until you're ready to build.

## Interest-rate spiral

If Congress OK's a hike in interest rates on long-term government securities (as the Treasury Department has requested) higher interest rates on all borrowing may be in the wind. To compete with government issues, banks would probably up the interest on deposits. This, in turn, could lead to increased rates to borrowers—including buyers of new homes.

## "Veto-proof" housing bills

AS AMERICAN BUILDER went to press, the White House had just received a bill raising VA interest rates to 5¼ per cent. At the same time, a Senate-House conference agreed on cuts in the omnibus housing bill. These cuts were intended to reduce the likelihood of a veto by the President.

► Study the new bills. Of particular importance to you: hikes in interest rates on government-backed loans; and a trade-in program allowing builders very favorable financing terms on houses they take in trade.

## Airports increase land values

Jet planes won't cut property values near airports. As a matter of fact, airports with good service invariably raise land values in their areas. So says R. A. MacDonald, regional director (Chicago) of sales for American Airlines. He cited a Texas town whose best residential district had been a picturesque, hilly section. Now, he says, builders are

"about to build . . . better homes on the flat country around the roads heading to the airports."

► Don't pass up good land near airports. Here's what H. O. Walther, former president, American Society of Real Estate Appraisers, says about "noise, interference, and anxiety" in residential areas near airports: studies show that offsetting factors, such as new airport employees and new industries nearby, strengthen the demand for housing.

## Remodelers rely on word-of-mouth

Nine out of ten builders rely on their customers to tell other home owners if they're satisfied with their remodeling job. That's from a new AMERICAN BUILDER survey. Other findings: 34% get free advertising from their subs and building-material dealers; the newspaper is the most popular ad medium.

► Don't just sit there. Get your customers to write you a letter saying how pleased they are with your remodeling work. Use these letters in direct mail or newspaper advertising.

## How to save \$30 to \$50 a house

Cutting red tape saves \$50 on every VA or FHA house for one Washington builder. Here's how:

1. He gets his VA or FHA inspection dates to coincide with completion dates. Then he sets up a settlement date to fall a day or two later. With permission of the inspector, he carries the final inspection report to his VA or FHA office. Saved: two to three days.

2. He also arranges with the local VA or FHA office to let him pick up the completed papers instead of waiting for the mail. Saved: two more days.

3. Again, final papers are taken to the lender, and a check picked up. Saved: two to three days.

4. Finally, he takes the check to his title company, which puts the deed on record the next day and disperses funds. Saved: two to three days.

Total days saved: eight to ten days. Figuring interest, taxes, etc., on each house at \$4 to \$5 a day, this comes to \$30 to \$50 a house.

► Talk it over with your local VA and FHA inspectors. See if you can get permission to "walk" your papers through instead of waiting for the mails.

## **Sales, prices going up**

A greater volume of home sales and an upward trend in prices is expected to characterize the real-estate picture in the months ahead. The West leads other regions in the upward price trend for new and existing houses. These findings came out of a survey by the National Assn. of Real Estate Boards. The Board also predicts a ready market for spring building boom.

► A word of caution about rising prices: the survey warns that buyers are value-conscious and don't engage in hasty buying.

## **MPS deadline; other FHA news**

Reminder: FHA's new Minimum Property Standards must be used from now on. VA, too, has announced that no GI loan will be OK'd under its program unless the house conforms to the new MPS's.

FHA commissioner Julian H. Zimmerman reports that FHA's Agreements to Insure will continue to be treated as firm commitments for another 90 days.

## **Where to get housing-market data**

If you want to know what kind of data is available on the housing market—local and national—get a copy of NAHB's report on the first annual meeting of its "Institute for Housing Statistics Users." The 52-page report gives sources for such information tells how they work and what they cover. The report also tells what's being done to improve the quality and quantity of these data.

► Write for a free copy of "Proceedings of the First Annual Institute for Housing Statistics Users" to the Economics Department, National Assn. of Home Builders, 1625 L St. N.W., Washington 6, D.C.

## **Alaska: housing boom (and shortage)**

Houses in Alaska cost about the same as anywhere else in the U.S.—maybe a bit more. Those meeting minimum American standards range from \$13,000 for a one-bedroom house to \$16,000 for two bedrooms, and \$24,000 for three. Only in small towns or remote areas can you find really low-cost housing. Land costs have skyrocketed since statehood, e.g., areas outside Anchorage that sold for \$500-1,000 an acre last year now bring \$2,000 and up. This can be traced in part to the massive population influx, which this year will probably outstrip the pace of new con-

struction (about 1,000 units) and create a housing shortage. Other factors: high cost of material and labor; a short building season (from June 1 to September 15). According to Labor Statistics Commissioner Ewan Clague, federal construction is Alaska's chief business, and the construction industry—supported mainly by federal funds—has accounted for almost a third of the area's employment in recent years.

## **White's tops for house tops**

White is the national color leader for roofs, according to a report just issued by the Asphalt Roofing Industry Bureau. The annual study, based on shipments of asphalt shingles, also point out that straight colors are more popular than blends. Simple designs won out over shadowline and textured types.

► Since the report also indicates strong regional preferences, keep up with your own area's attitudes toward roof color. On the Pacific Coast, for example, green was the strong preference; the Northeast found white dominant. If you'd like more information on the top colors in your area, write: Asphalt Roofing Industry Bureau, 50 East 42nd Street, New York 17, N.Y.

## **Men to say what they want in homes**

Something new has been added to this year's Women's Housing Congress: men. They're the husbands of the delegates to the fourth annual conference in Washington, Sept. 15-17. Idea is to get the practical male viewpoint into the discussions, which will tell builders what American families want in their new homes. Man-and-wife teams from a hundred cities will be invited to the Congress, sponsored by the National Assn. of Home Builders and manufacturers of basic construction materials. The conference will be at the National Housing Center.

## **New tile mortar saves time**

A new, thin mortar may save you time in setting tile. It sets up fast, does not absorb water, can be used over masonry or old tile. Developed by the Tile Council of America's research labs.

► Learn all about this new mortar and how to use it: read this month's "Technical Guide," page 196.



## Success story: farsighted builder grows with his city



Roy Pletz

**Roy Pletz parlayed a \$5,500 bungalow into a subdivision and shopping-center "empire." His credo: San Antonio promises a great future to anyone with faith in its growth and destiny.**

Ten years ago, Roy Pletz built a \$5,500 (without land) "Joe Doakes" bungalow as a speculative "feeler." Today—hundreds of homes and several shopping centers later—he's in the midst of developing two subdivisions. These comprise 600 lots for houses in the \$15,-\$35,000 price range.

Pletz's spectacular growth is due to a "sincere belief that San Antonio has a bright, prosperous future, and a feeling that anyone with good, common sense, willingness to work, and a kindly attitude, can achieve anything that he might desire in our town."

There's ample evidence that this belief has paid off for Pletz.

In 1949, with a background of making movable garages in a small mill, Pletz built the "Joe Doakes" home. He sold it; then built 28 more. Priced at \$7,-\$8,500 (including lot) he sold them quickly. Pletz was on his way.



**JOE DOAKES** home, Pletz's first attempt at home building, sold for \$5,500 without lot. He later built 28 more at \$7,-\$8,500 with lot.

**TWO MAJOR** projects completed by Pletz in the last 10 years: Loma Park (top) was first major subdivision in the country for Latin Americans; Terrell Plaza shopping center (below) boasts bank organized by Pletz.

His next venture was building Loma Park, a subdivision for Latin-American veterans. The original 138 houses at Loma Park were built, sold and occupied in seven months. The second unit of over 500 lots was developed and sold to operative builders. This second unit sold out in less than two hours. For this successful approach to the problem of "minority" housing, Pletz was honored by the San Antonio Home Builders Assn.

### First Negro offering

After Loma Park, Pletz developed the 230-site Willow Park subdivision. The Centex Construction Co. of Dallas bought it, built it up and sold it out in less than eight months. (Willow Park was the first completed development offered to Negroes.)

The 360-house Las Palmas development was the next step in Pletz's "empire" building. Twenty-

four acres were retained for a shopping center, for which Pletz secured some of the area's finest stores—plus Kelly Field National Bank, which he helped organize.

Pletz then bought a 150-acre section of a ranch, on which he developed some 400 sites for \$15,-\$40,000 homes. So far about 20 builders have sold 75 per cent of these houses.

### Second bank organized

Soon afterward, Pletz inaugurated Terrell Plaza shopping center—again signing up "big-name" tenants as he had at Las Palmas. He also helped organize a bank for this center.

At present, Pletz is developing two residential subdivisions for some 600 homes in the \$15,-\$35,000 range. Both are scheduled for completion this year.

Pletz's success doesn't only hinge on his "belief" in San Antonio's future. Like all of today's growing builders, he knows a successful contractor also must be a business man.

Although he has a personal knowledge of modern construction, Pletz employs top architects, land planners, and other professionals to prepare his projects in the best possible way—before they are announced to the public.



## ALCOA CUSTOM ENGINEERING

*one of a series*

ALCOA ALUMINUM  
VERTICAL SIDING WITH  
BAKED ENAMEL FINISH

GYPSUM BOARD WITH  
FOIL VAPOR BARRIER

INSULATION

SPLINE

## For home manufacturers and volume builders: GET THE KIND OF DESIGN HELP

First mass-produced house with aluminum roof and walls is the "Viking," National Homes Corporation's exciting new achievement in residential building. Immediate and widespread popular acclaim created such demand for aluminum construction that it now accounts for more than half of all National Homes' sales.

Back of this record-breaking success is a unique history of productive teamwork between National Homes' technical staff and Alcoa's design and engineering specialists. A prime example is the "Viking" wall system, an ingenious combination of Alcoa® Aluminum for sheathing and foil vapor barrier with gypsum board and Fiberglas® insulation to form panels with insulating value equal to 8-in. masonry.

To solve the knotty problem of alloy selection, Alcoa recommended 3004. The resulting aluminum skin, unmatched for corrosion resistance, provides a perfect base for the long-lasting baked enamel finish.

**NOW YOU CAN DRAW ON ALCOA SKILLS.** Alcoa's custom engineering service makes all of its technical skills and resources available to every home manufac-

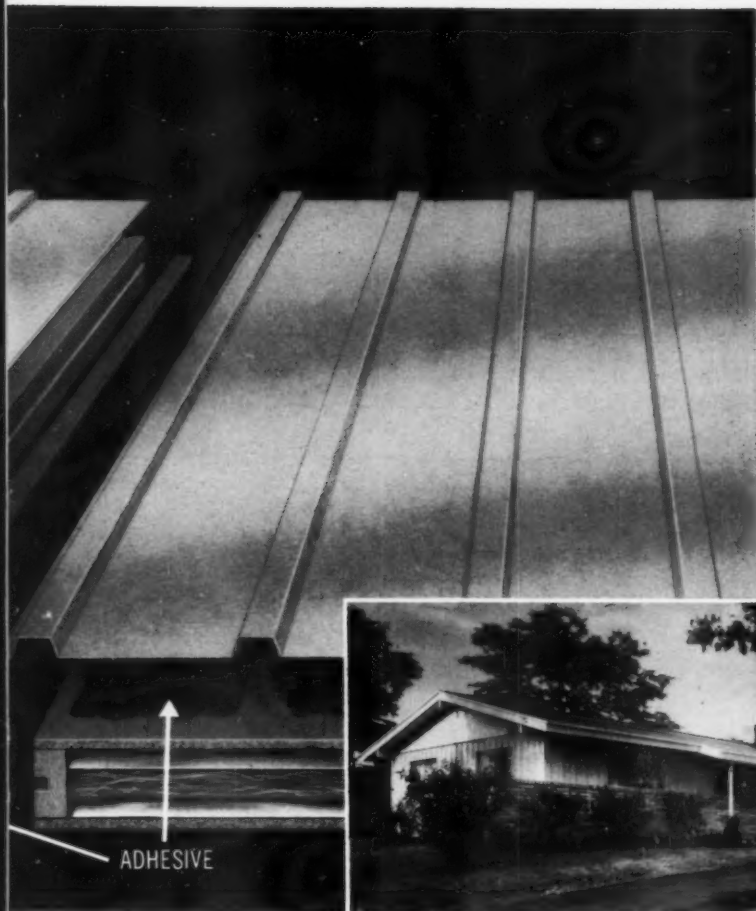
turer and high-volume builder. Drawing on a fund of knowledge gained over many years of penetrating research and development, Alcoa engineers will work with you to create anything from a single major component to an all-aluminum home exterior.

Ease of fabrication and the light weight of aluminum make such great contributions to efficiency in manufacture and erection that selling prices are fully competitive.

Since Alcoa introduced the concept of Care-free living with aluminum two years ago, million-dollar annual investments in advertising and promotion have taught a nation of home buyers about the time and money they can save. When you build with Alcoa Aluminum, you can count on the massive power of Alcoa promotion to help you.

You can start today by measuring your intentions and requirements against the accompanying policy statement by William S. Ellis, Jr., Alcoa Manager of Residential Sales.

\*Trademark of Owens-Corning Fiberglas Corporation



Outstanding example of Alcoa's custom engineering service is the board and batten wall system. Working with National's own staff, Alcoa engineers combined aluminum sheathing and foil vapor barrier with gypsum board and insulation in integral panels. The result is insulation value equal to 8 in. of solid masonry in panels only  $4\frac{1}{2}$  in. thick. Panels join easily. Panel with unridged surface fits under adjoining panel with ridged surface, so that outside joint is next to a ridge and virtually hidden. Joints are riveted later.

National Homes' "Viking" is dramatic evidence of America's swing to Care-free living with Alcoa Aluminum. Three months before models were erected, 10,000 potential buyers were clamoring to see them. Less than a year after introduction, aluminum construction accounts for more than half of all National's sales.



# ALCOA GAVE NATIONAL HOMES

## WHAT DOES ALCOA MEAN BY CUSTOM ENGINEERING?

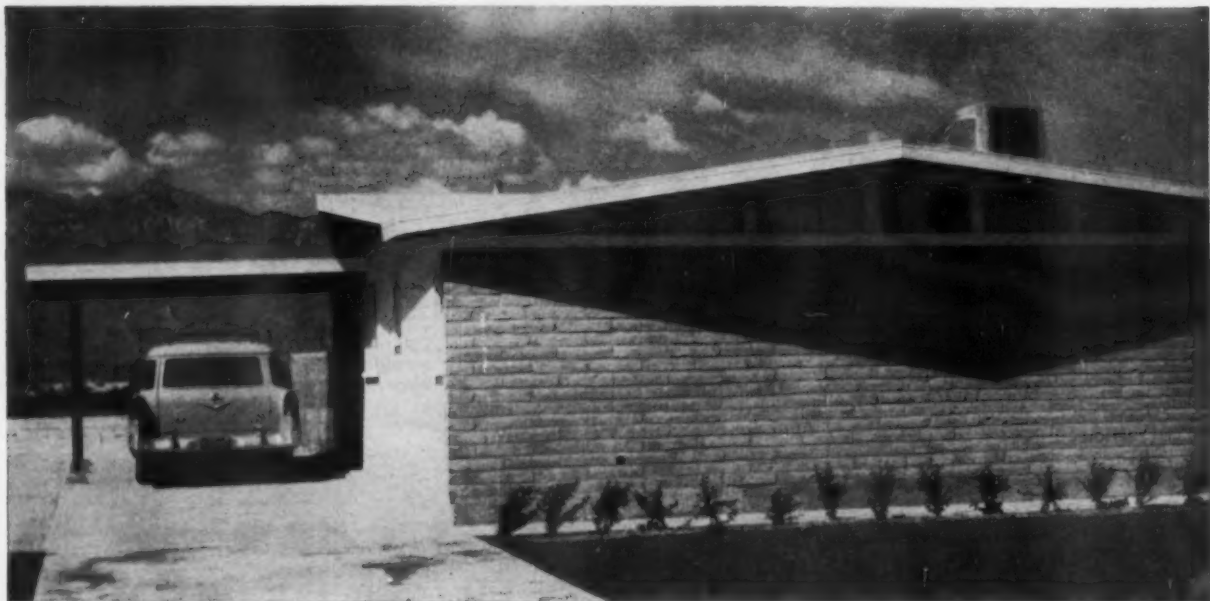
"Custom engineering is Alcoa's description of a unique service for volume builders and home manufacturers. It is our offer of complete technical assistance in the development and adaptation of aluminum components for their homes, whether produced in a factory or in a builder's precutting plant. We welcome problems and the opportunity to place our skills and experience at the disposal of your own technical staff. Whatever your ideas are for using aluminum in quantity, you can bring them to us in complete confidence and be assured of prompt and expert counsel. Simply write or call me."

*W. S. Ellis, Jr.*

Manager of Residential Sales  
Aluminum Company of America  
1888-G Alcoa Building  
Pittsburgh 19, Pa.



For Exciting Drama Watch "Alcoa Theatre," Alternate Mondays, NBC-TV, and "Alcoa Presents," Every Tuesday, ABC-TV



Architect for this house: Carl Lamar John

### Price: a low \$13,550, but it's

**B**uilders often think "customizing" belongs only in upper- and middle-price-range homes. But careful planning enabled Busby & Carroll Construction Co., Tucson, Ariz., to build that saleable quality into this \$13,550 house.

The three-bedroom home's main "custom" feature is a Lanai, which serves as an "outside family room." It's set between the living room and family room, is roofed over and closed off to permit private outdoor living (see photo and floor plan, right).

Other features: two full baths (Eljer fixtures), not often found in homes of this price class. And the kitchen has an unusual amount of cabinet space (see photo, right), plus a Hotpoint electric range and built-in oven, a Schaible disposer, and a NuTone food center. Heating system: by Rheem.

An extra sales feature: plumbing for a laundry has been roughed in; the buyer can install the necessary appliances later on with a minimum of trouble.

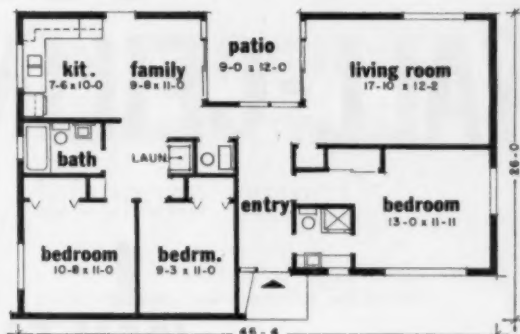
Busby & Carroll named this model the Shalimar. It's located in Tucson, can be built to the floor plan shown, or to either of two variations.



**"LUXURY" KITCHEN** was created by putting in lots of cabinet space, opening kitchen to family room to achieve a feeling of roominess. These two rooms are separated by only a built-in breakfast bar.



## of the MONTH for July



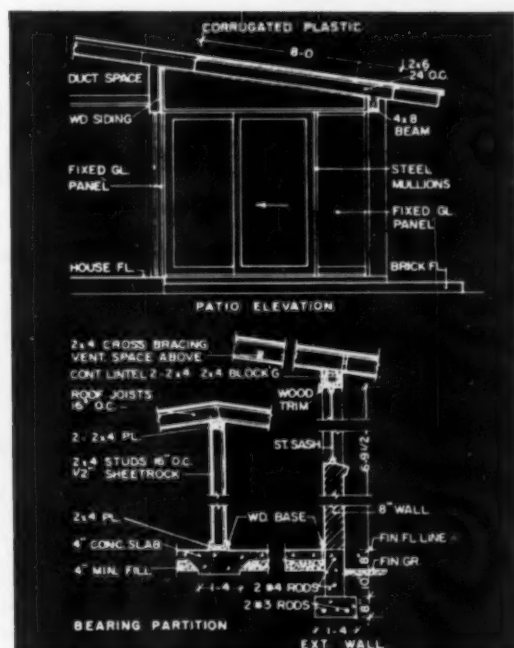
**FLOOR PLAN** is zoned in an unusual way. Area at right has a master bedroom, living room; zone to left has children's bedrooms, kitchen, family room. Master bath also opens on corridor, can be used as guest bath.

◀ **TO CREATE LUXURY LOOK**, Busby & Carroll kept home simple, used one basic material (adobe pumice). Clerestory windows in front open into children's bedrooms, give light and air without loss of privacy.

## a lot of house for the money



**VIEW OF LANAI** from living room, showing glass doors between the two rooms. Lanai separates living and family rooms, also becomes part of living area. Detail at lower right shows construction of the Lanai.



# CURON

## WALL-CEILING COVERING

**1**  
**IDEAL FOR  
REMODELLING**

**2**  
**EASY TO APPLY  
OVER ANY FLAT SURFACE**

**3**  
**A DECORATIVE  
NOISE-ABSORBING MATERIAL**

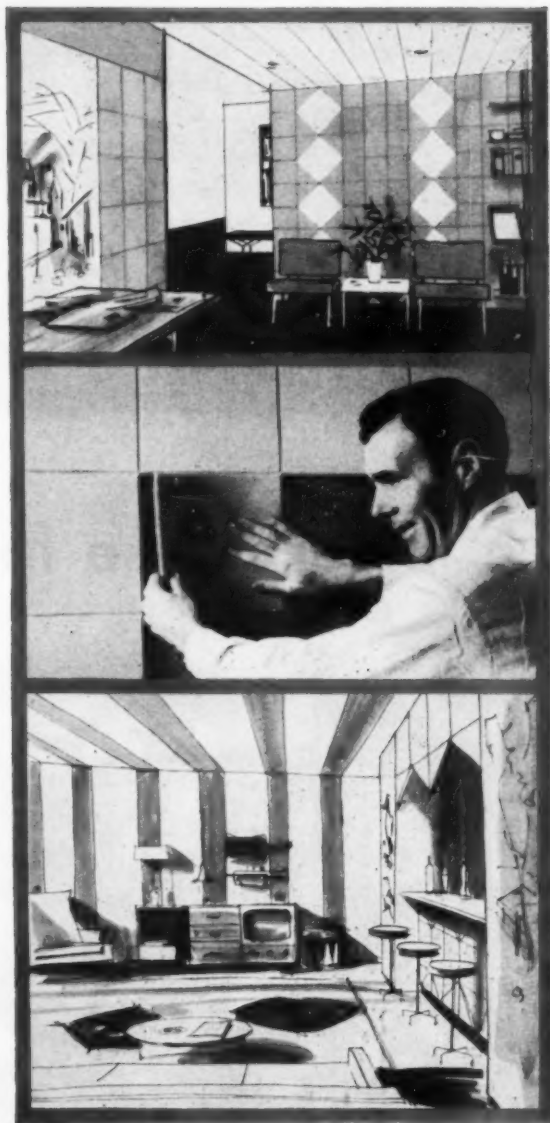
**CURON\*** wall and ceiling covering, the modern sound-absorbing material, is the beautiful way to decorate or redecorate.

**Important to builders** is its ease of application. Flexible CURON wall and ceiling covering goes over any flat surface . . . including wood, plaster, plasterboard, cement, even cinder block. And its non-static surface won't attract or hold dirt or dust. Spots and stains come off with detergent or household cleaners.

**Home owners like** the soft-to-the-touch texture . . . the beautiful colors from which they can choose . . . the fact that the different sizes make it easy to design an almost unlimited number of room decors. Colors are fast, need no painting or repainting.

**It insulates . . .** helps control heat loss in winter, make air conditioning more effective in summer. It is fire retardant, too.

**Choose CURON** wall and ceiling covering for all your building needs. See your dealer today. Or write Curon Division, Curtiss-Wright Corporation, 50 Rockefeller Plaza, New York 20, N. Y.



# Curon®

**WALL-CEILING COVERING**

\*CURON is the registered trademark of the Curtiss-Wright Corporation for its multicellular materials.



*Your local Telephone Business Office will gladly help you with telephone planning for your homes. For details on home telephone installations, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.*

**BELL TELEPHONE SYSTEM**



**"I learned—the hard way—that customers really want concealed telephone wiring!"**

**—SAYS BILL SMARTT, SMARTT CONSTRUCTION COMPANY, COLORADO SPRINGS, COLORADO**

Builder Bill Smartt had offered concealed telephone wiring in his homes for years—until the recent recession came along. Then, as a small economy measure, he built 30 homes *without* this feature.

It didn't pay. "Right away, people started asking about telephone outlets and concealed wiring," says Bill. "Funny thing—I'd been sold on this idea for years, and now prospects were selling me on it all over again."

Smartt Construction Company has completed nearly 1500 homes since 1950—erected 52% of all the homes built in Colorado Springs during 1957. Today, they're building in the \$13,500 to \$15,000 range—in a scenic location in the shadow of Pike's Peak. Each unit has four built-in telephone outlets. Five outlets are planned for homes in a future development.

"People want concealed telephone wiring," says Bill Smartt. "So I'm giving it to them. It's an investment that pays off in more sales and more satisfied buyers."

*Bill Smartt discusses telephone outlets with Mountain States Telephone Company man Jim Edwards. One of the attractive Smartt homes is shown at left.*

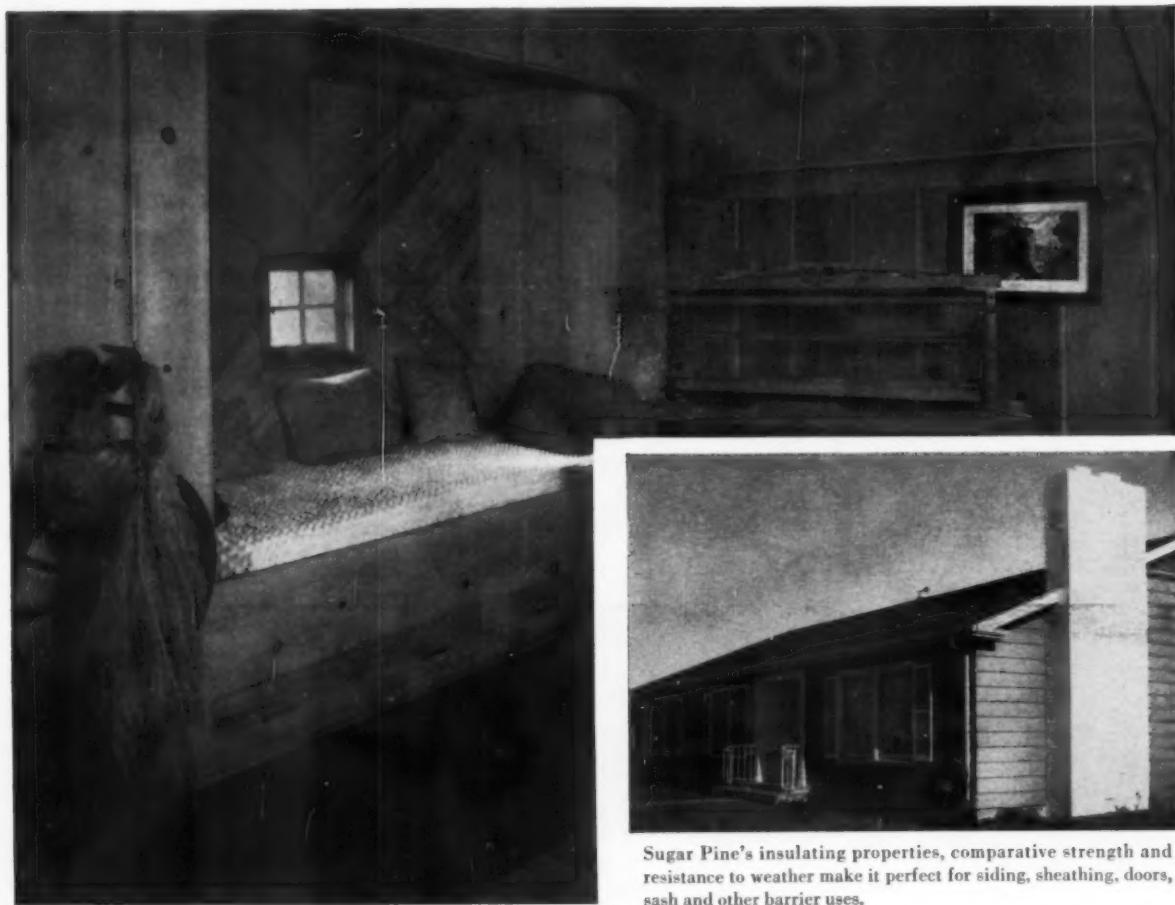


For attractive *woodwork*

...consider **SUGAR PINE**



*beautiful, rugged, practical—and it holds its true lines*



**SUGAR PINE**, in either its clear or knotty grades, is ideal for paneling and cabinetwork. One of the most beautiful of all the pines, its subdued grain, soft-toned creamy white color and unexcelled workability recommend it for high quality interior decoration.

Sugar Pine is economical to apply, and it readily takes and holds finishes. In use, it retains its shape and resists small scuffs and scratches for easy maintenance.

Sugar Pine is always carefully dried—assuring more accurate sizing and improved working qualities, insuring lower maintenance costs.



Sugar Pine's insulating properties, comparative strength and resistance to weather make it perfect for siding, sheathing, doors, sash and other barrier uses.

Western Pine Association advertising works for you in home improvement and do-it-yourself magazines. It creates a renewed interest in paneling. 13 million readers—many of them your potential customers—will see Western Pine Region woods finished in COLOR. For more information write to Western Pine Association, Yeon Bldg., Portland 4, Oregon.

## Western Pine Association



member mills manufacture these woods to high standards of grading and measurement . . . grade stamped lumber is available in these species

Idaho White Pine • Ponderosa Pine • Sugar Pine  
White Fir • Incense Cedar • Douglas Fir • Larch  
Red Cedar • Lodgepole Pine • Engelmann Spruce

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow



# American Builder

## SPECIAL WESTERN SECTION

## Western Views

By BILL RODD

### WESTERN EDITOR

W. C. Rodd  
8522 Lorain Rd., San Gabriel, Cal.  
Phone: Atlantic 6-1842

### ADVERTISING REPRESENTATIVES

Bayne A. Sparks  
Regional General Manager  
1336 Wilshire Blvd., Los Angeles 17  
Phone: Hubbard 3-0390  
David S. Clark, District Manager  
244 California St., San Francisco 4  
Phone: Garfield 1-7004  
Joe Sanders, Representative  
3908 Lemmon Ave., Dallas 19, Tex.  
Phone: Lakeside 1-2322

THE GREAT MODERNIZATION MARKET, with its surface barely scratched by the building industry, is burgeoning toward new heights. Even the newer homes need expansion. Two-bedroom and small three-bedroom GI homes built in the late forties served the need then, when families were small and children were young; but they're sorely inadequate now. Most have one bath, small kitchens, not too much closet space. There are tens of thousands of them in Los Angeles. The children, now teenagers, want rooms of their own with space for their growing wardrobes, extra baths, family rooms for games, entertainment.

IT MIGHT BE THOUGHT that families who have outgrown their homes would want to move to new and larger homes. But a great majority of them do not or cannot—and for very sound reasons: their children are attending neighborhood schools; they have joined churches; all their friends are in the area; husbands may work close-by. And, in many communities the new and larger homes are far removed and prohibitive in price for the average worker.

YET MANY SUCH FAMILIES are able to finance substantial modernization jobs. Their homes have risen in value; equities have been built up; income has increased. Their homes and their status frequently will qualify for a major job involving an addition and face-lifting costing perhaps even seven or eight thousand dollars. If the home is in a good neighborhood and is basically sound, it should be possible to refinance it with a new 20-year loan which will take care of most of the cost.

WHEN YOU ADD the modernization potential in these relatively new homes to that in the old homes, built before the war, the remodeling market is indeed tremendous. And without doubt it is growing much faster than it is being reduced by jobs under-way or completed.

POWERFUL FORCES are at work building up a still greater potential. The scarcity of close-in land; the inability of the industry in many areas to produce low-cost housing; the current phenomena of three- and four-children families; the tremendous advances made by the building industry, which

make even new houses seem obsolete; the promise of several prosperous years ahead. All these are factors which will prompt more and more families to modernize their homes.

A REMODELING SPECIALIST was heard to remark recently: "I'm glad so many other contractors don't like or are afraid of this field; it makes it better for those of us who are in it." You certainly do have to know what you are doing. No two jobs are alike and sometimes after peeling off the plaster you run into some surprises. But after all, there is nothing about it which should stump a good contractor. And the rewards are great.

ELSEWHERE IN THIS ISSUE you will find many experiences and ideas which will be helpful to those now in, or contemplating getting in, the modernization field.

### WESTERN ADVERTISERS INDEX

Cemex of Arizona, Inc. ....	44E
Columbia-Geneva Steel Div.,	
U.S. Steel Corporation .....	44J
Comet Mfg. Co. ....	44L
Fibreboard Paper Products Corp.,	
Pabco Building Material Div. ....	44K
Fuller & Co., W. P. ....	44F, 44G
Gladding, McBean & Co. ....	44I
Pioneer Div., The Flintkote Co. ...	44M
Radco Products, Inc. ....	44D
Trust Deed & Mortgage Exchange	44D
Utility Body Co. ....	44N

### Remodeling for Profit



**BEAMED CEILING** of the new family room is built of 4x6 rafters three feet on center, decked over with 1x8

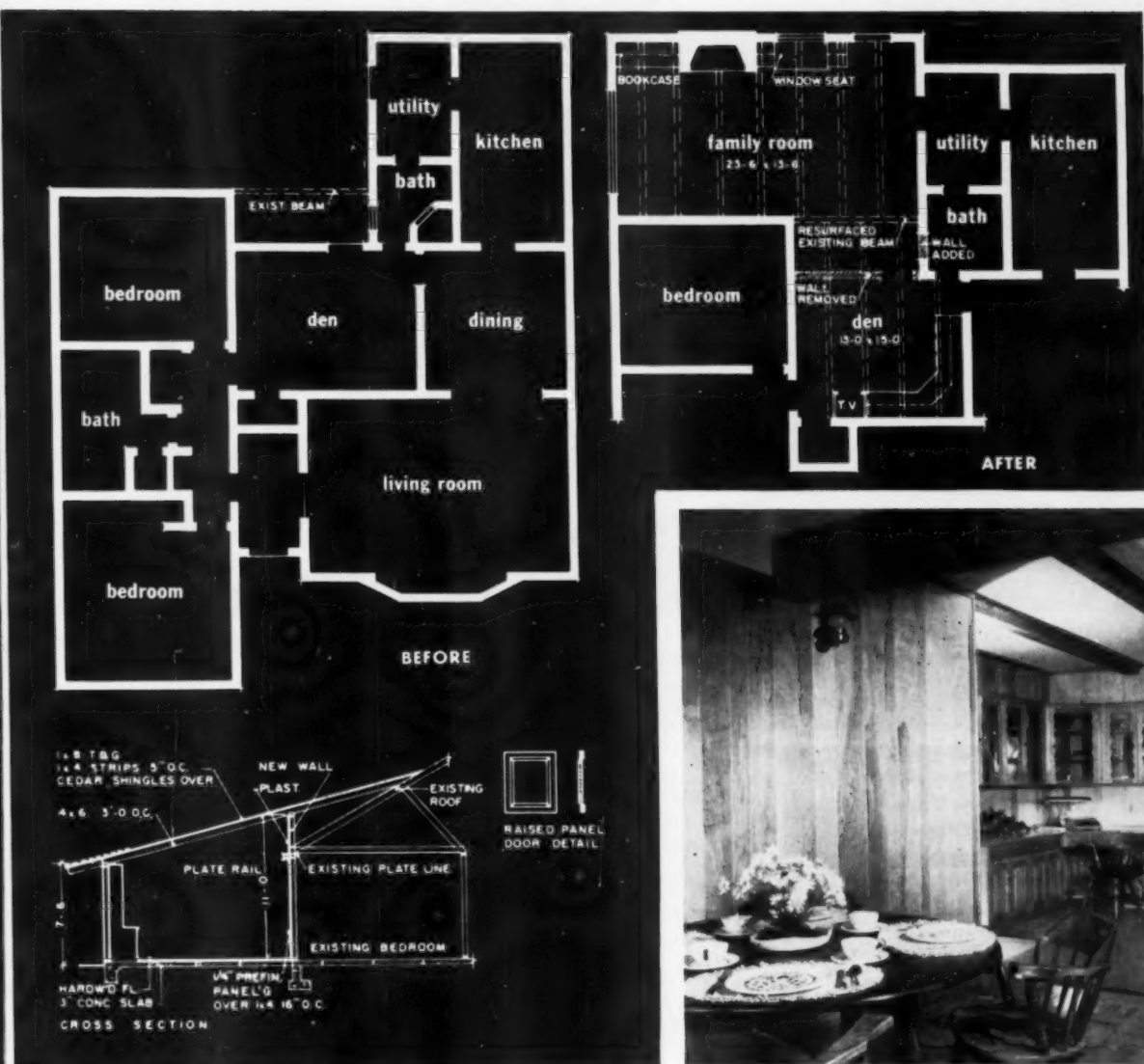
boards. Floor is Bruce parquet, laid over a concrete slab. Door off to the right of the window seat leads outdoors.

## Adding a family room can give

Family room additions like this make up a big part of the remodeling market. Look at this figure: 42 per cent of the builders who replied to an **AMERICAN BUILDER** survey said recreation and family rooms account for a large portion of their business.

**T**his Westchester, Calif., house had a problem common to many older homes. Well planned by yesterday's standards, it nevertheless lacked one of the most important areas of today's living—a family room. The pictures and drawing above show how this deficiency was remedied.

Goin-Monday, a contracting firm that specializes in remodeling, designed and built the new



**DEN AREA**, right, is part of the original house, was re-finished to match the new room. Note the attractive

storage cabinets. Paneling at left is held to studs by adhesive, so there are no nails or nailholes to show.

## an older house a brand-new look

family-room addition. They put it in a rear corner between the back bedroom and the kitchen wing, gave it access from the kitchen. Then they knocked out one wall between the new family room and an old den, created a new study which they lined on two walls with cabinets and bookshelves.

The finished job, as the pictures show, is really more than just a family-room addition. It's a whole

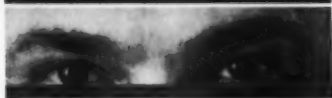
new center of living for the house.

The sloped ceiling of the new room is interesting from two angles. Its height accentuates the feeling of space; and the fact that it meets the existing roof in a single straight line made it a relatively simple job. As the cross section shows, the new roof beams were tied in part way up the old roof, a stub wall built up to meet them.

**ESTIMATING FORM** used by Goin: cost of every item in remodeling job is listed; then 10 per cent is added for profit. Goin says the sheet instills confidence in buyers, who know exactly what they're paying for. Goin started

remodeling about four years ago, took Dewell E. Monday in as a partner early this year. Goin makes the preliminary contacts and does the estimating; Monday makes the sketches. Both work on the jobs.

**PREVIEW—FIRST  
ALL NEW SLIDING  
WINDOW  
DESIGN**



**ALL-NEW RADCO  
Universal Window**

A New Kind of Sliding Glass  
Window with

*New buyer appeal—  
new installation savings:*

1. Universal—fits frame, concrete block, post-and-beam construction.
2. First stainless steel track and hardware details.
3. Advanced new weatherstripping design.
4. Automatic stainless steel positive lock.
5. New condensation drain-off.
6. Optional left or right venting.

Competitively Priced For The  
Biggest Buy Of '59. Available soon.

**FOR PREVIEW INFORMATION  
WRITE TODAY**



**RADCO PRODUCTS, INC.**  
3121 Skyway Dr. • Santa Maria, Calif.

**CALIFORNIA Home Builders  
and Developers!**

**MONEY?**  
*DO YOU NEED*

**\$1,000,000 AVAILABLE!**

If you are building houses in California and taking back trust deeds instead of money, contact Trust Deed & Mortgage Exchange. We will quote in advance on your 2nd Trust Deeds. We pay cash for trust deeds... top dollar, with no escrow and no hidden charges. We'll even buy them through the escrow while your deal is being consummated, so that you get cash upon recording.

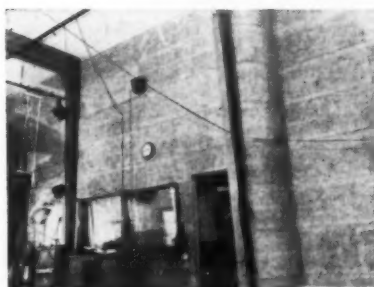
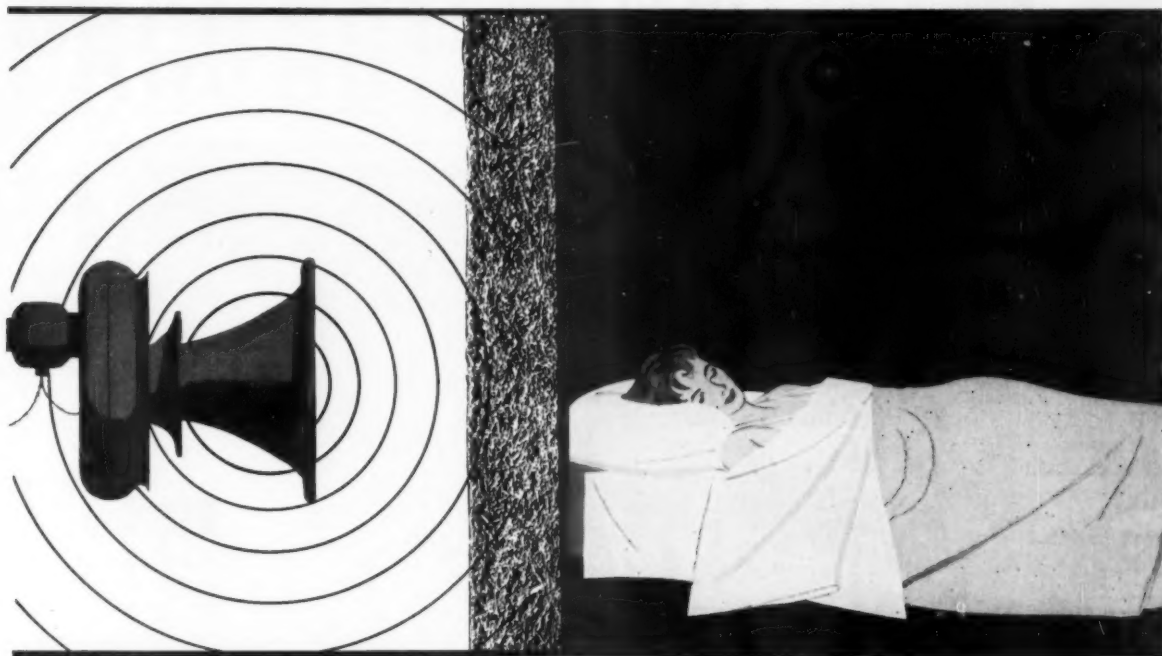


*America's Oldest & Largest*

**800 South Spring Street  
Los Angeles 14 • MADison 6-0645**



# Versatile new building slabs muffle room-to-room noise!



In this TV studio, where sound control is of utmost importance, Cemex was specified for its efficient acoustical properties.

*In multiple-unit dwellings such as motels and apartments, Cemex is a real blessing to both owner and tenant—and it is now available in the West.*

Cemex' sound-absorption qualities hush noise within a room, and also deaden sound transmission from adjoining rooms.

Best of all, these low-cost, wood fibre, Portland cement-bonded slabs can be delivered to most job-sites overnight from our new West Coast plant—quickly and easily installed by any competent contractor.

To date, Cemex has brought an extra measure of quiet, beauty, structural strength, and temperature-control to nearly 1300 new commercial, institutional and industrial buildings. Call or write us soon...send this coupon for a free Cemex sample!

## CEMEX is what you make it!

Roof decks, ceilings, flooring, partitions, curtain walls, and even ice-house liners—there seems to be no end to the uses you can make of Cemex! Slabs are 1½, 2, 3, 4 or 5 inches thick, in any size you wish up to 32 x 96 inches. Cemex can be nailed, sawed, painted, and plastered without bonding material. In addition to absorbing sound, Cemex also beautifies—insulates—supports roofs and ceilings—installs quickly, easily—resists moisture, termites, and is rated incombustible.



## Engineering consultation service without obligation

Sales Division: 8949 Sunset Blvd. • Los Angeles 46—CR 6-6236

See for yourself how Cemex makes a good design *better*. Just mail us this coupon, and we will ship you a free CEMEX sample by return parcel post.

YOUR NAME \_\_\_\_\_  
FIRM NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



## ANOTHER PRODUCT FEATURED IN FULLER'S PACKAGE PLAN



### NEW FULLER ALUMINUM SLIDING WINDOWS!

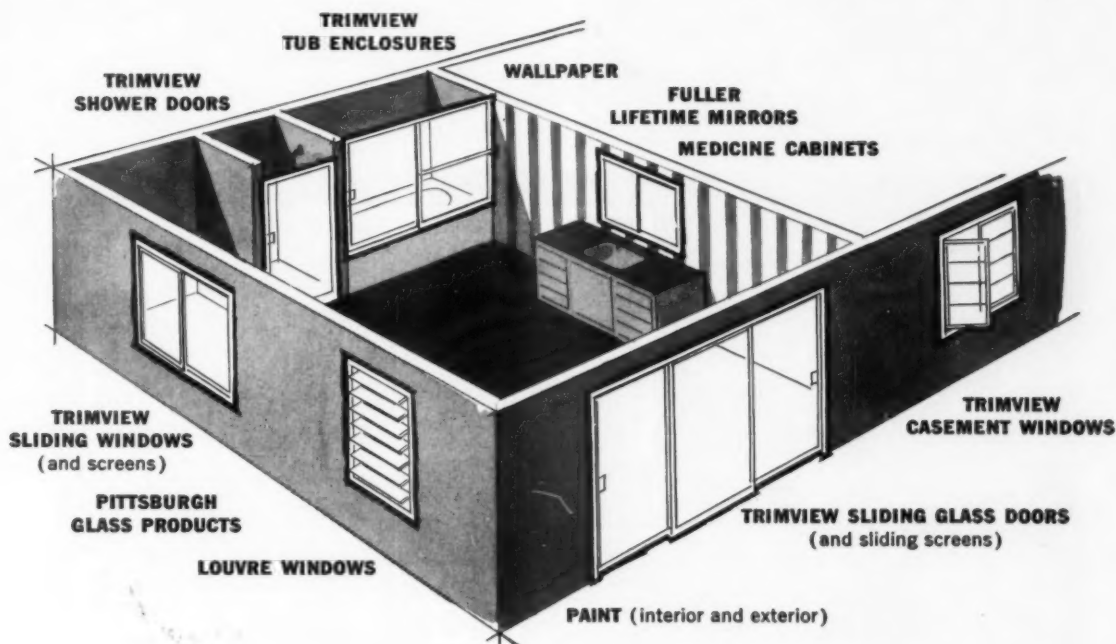
Built by Trimview craftsmen and priced for any home

This is the new Fuller line of sliding windows, designed and built by a manufacturer famous for fine quality: Trimview. You can sell or use these windows with confidence—yet they're priced to compete with the lowest-cost in the field. Two frame types for almost any kind of construction, a wide range of sizes. Windows glide on nylon rollers (not by friction), and are reversible, even after installation. Get the full quality story from your Fuller Representative soon—or write to W. P. Fuller & Co., 301 Mission Street, San Francisco.

# HOW FULLER'S PACKAGE PLAN WORKS

Under the Fuller Package Plan, you are guaranteed present competitive prices for a period of up to one year on Fuller Products you plan to use during that period. For these products, you will pay only the agreed price—regardless

of price increases. Thus you can forecast your costs accurately and hold those costs down. In addition, you gain all the service advantages of dealing with one company—in uniformity, in billing, in delivery.



## HOW FULLER PRODUCTS HELP SELL YOUR HOMES

Fuller Package Plan Products are designed to give any home that modern look. Many of these products are luxury "extras" that help sell homes on sight. But most important, Fuller Products sell homes on quality. Their high quality speaks for the quality of your construction—now and in the years ahead. Consider Fuller's modern, quality products not only for their immediate sales appeal, but as part of the good reputation that helps you sell other homes. And add the economy of the Package Plan! Why not see your Fuller Representative now?



# Wanted: a much-needed family room

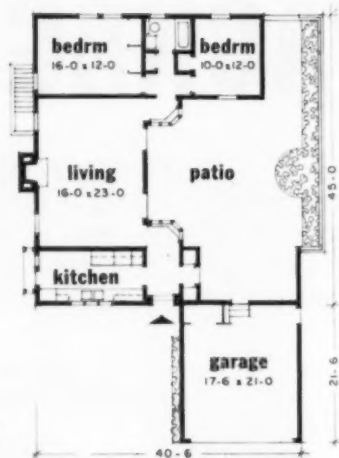
## **Problem:**

This house was on  
a narrow lot.

And the kitchen  
was at the front.

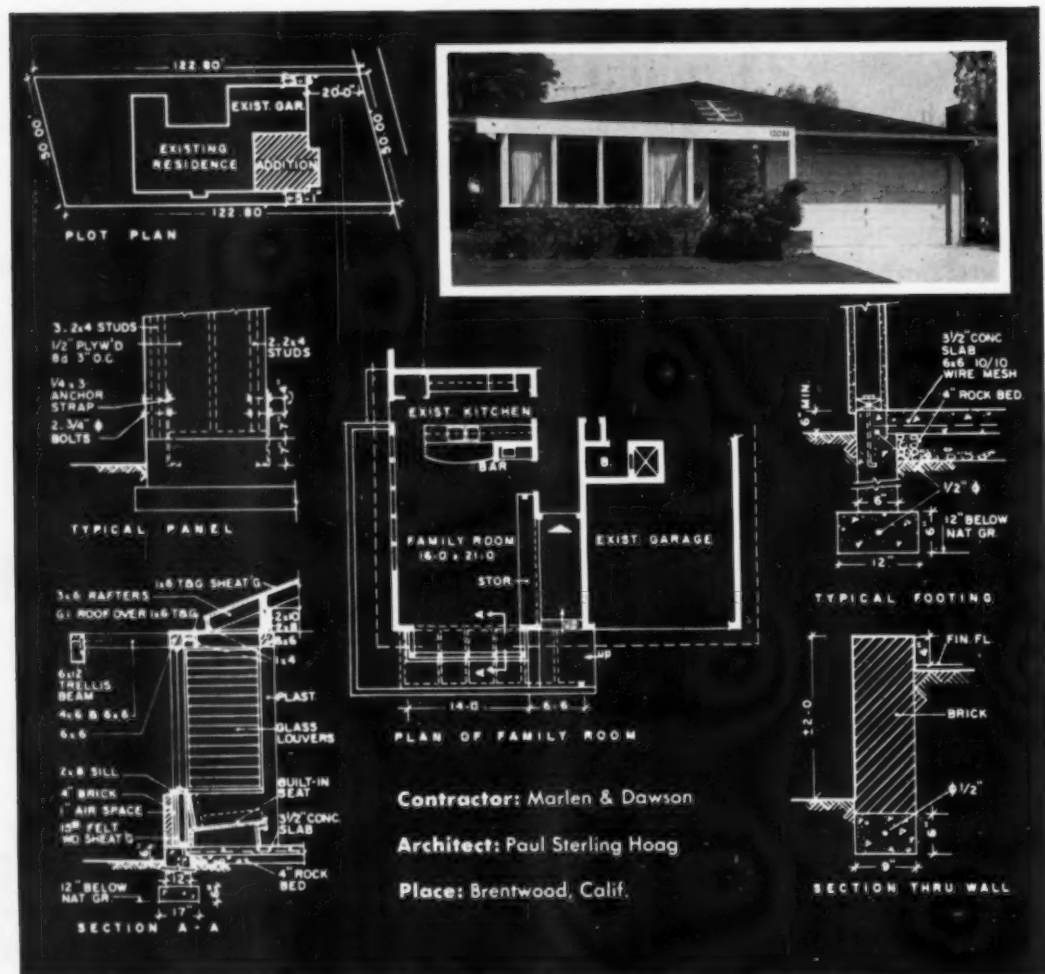


**BEFORE:** as originally built, the house had three narrow kitchen windows at front. Contractors Marlen & Dawson added a family room, extending the front to garage line; put in wider, higher windows.



**SMALL HOUSE** on narrow lot meant  
architect had to plan addition at the front.

## **Solution:**





NEW DIMENSIONS IN TILE FROM

HERMOSA

*new triangle tile*

...a shape to give you a whole new scope of expression... *dura-glaze* finish to give longer wear to Hermosa's exciting designer colors.

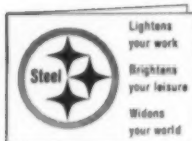
So beautiful, it is recommended for kitchen drainboard decks, counter tops, baths, pullman lavatories, fireplaces, wainscoting and store fronts. Provides practical beauty for schools and commercial buildings.

You'll like working with Hermosa Triangles. *Send today for new triangle tile cut-out planner book.*

HERMOSA *glazed ceramic* TILE  
a product of **GLADDING, McBEAN & CO.**

2901 LOS FELIZ BOULEVARD, LOS ANGELES, CALIFORNIA

SALES OFFICES IN SAN FRANCISCO, SEATTLE, PORTLAND, SPOKANE AND PHOENIX



# Westerners like these new ideas in USS steel

Truck Bodies: Capital Industries, Inc., Seattle, Washington



**New Brawn for Road-Builders.** Bottoms up—and 20 tons of abrasive rock slide into the base of the new Seattle-Tacoma Freeway. To take this grinding punishment and increase payloads, smart contractors speed the West's highway construction program with lightweight truck bodies of special high-strength steels from USS.



**New Tubes for Torrents.** In National Parks, in the rugged Rocky Mountains, Eaton Metal Products Co., Billings, Montana, furnished miles of pipe made from USS Galvanized Culvert Sheets to divert snow water and prevent washouts of roads and campsites. These dependable, low-cost, quickly-installed steel pipes help provide easier access to our rapidly expanding Western park system.

STEEL FOR EVERY PURPOSE FROM A SINGLE SOURCE

To help keep the billion dollar Western highway program rolling, United States Steel produces some 63 quality products and services for road building. For your next highway job, a single call to your nearby USS representative covers the West's most complete product line.

USS is a registered trademark

Contractor: George Pollock Co., Sacramento, Calif., Steelwork: American Bridge Div., USS.



**New Lift for Old Bridges.** A revolutionary new construction idea—a "piggyback" bridge to carry an existing railroad bridge over heavily-traveled Highway 40 at Auburn, California. The new bridge of USS Structural Steel replaces supporting towers and provides a 240' span for uninterrupted traffic flow on the widened highway below.

Steelwork: Madison Builders Inc., Los Angeles, California

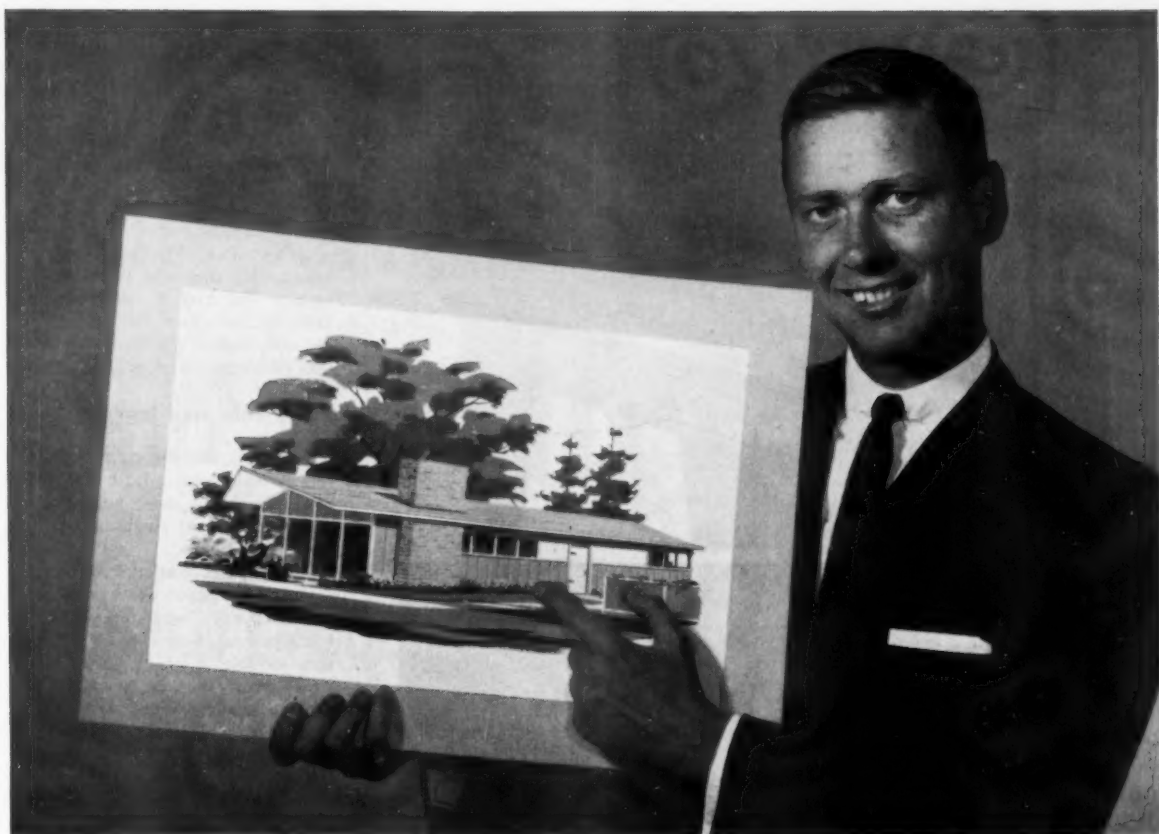


**New Treat for Travelers.** An inviting service station Travel Center at Victorville, California, offers weary motorists a welcome respite from the road. This attractive steel unit is a combination lounge, information and refreshment center. Built to last—of USS Steel structurals and sheets—these roadside retreats are handsome, long-term lures to land more business from Western travelers.



**Columbia-Geneva Steel  
Division of  
United States Steel**

AMERICAN BUILDER



## NEW IDEA in board and batten speeds construction, cuts costs!

It's easy! Just use Pabco Asbestos-Cement Board 4' x 8' or longer instead of narrow woodboard. Each big sheet spans *four* studs, 16" o.c. For every four feet of wall, you handle just one piece of material. And, only half as many nails are required on intermediate studs! Jobs go even faster since Pabco Asbestos-Cement Board can be scored and snapped. No sawing required.

You get a better finished job, too. Unlike wood, Pabco Asbestos-Cement Board can't warp, shrink, or crack. It's termite-proof, water-proof, fire-proof, rot-proof, vermin-proof. Paint goes on faster, covers better, lasts years longer. Virtually maintenance-free, Pabco

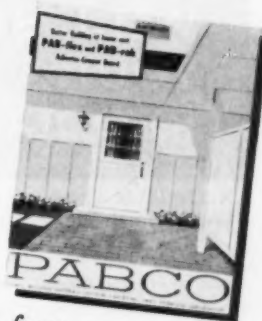
Asbestos-Cement Board sidewalls can be a big selling point with your customers.

Good looking? Your Pabco representative has color slides that prove it!

The most versatile building material since wood, Pabco Asbestos-Cement Board has countless uses inside and outside every type of building. Available in two grades: Pab-Flex flexible grade board . . . Pab-Rok utility grade board. Use them on your next job and be money ahead.

### PABCO BUILDING MATERIALS DIVISION

Fibreboard Paper Products Corporation, 475 Brannan Street, San Francisco. Division Offices: San Francisco, Los Angeles, Portland, Salt Lake City, Denver



*free  
illustrated  
booklet!*

Send today for free Pab-Flex and Pab-Rok Booklet. Contains illustrations of various uses, architectural specifications, complete product data, including sizes and thicknesses.

# PABCO

## ASBESTOS-CEMENT BOARDS



Precision and Safety  
Only with Comet  
Retractable Radial Arm

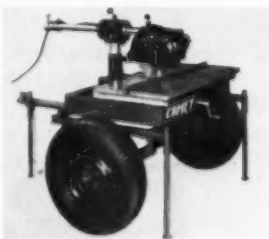
Time Saving "Stroke Pre-Set"

## COMET "JUNIOR" WILL SPEED YOUR PRODUCTION

**ON-THE-JOB VERSATILITY...** In your shop, or "on-location" COMET "JUNIOR" will save you time and money! Mounted on the "workhorse" COMET Trailer, it will provide fast, accurate, versatile cutting power... right where you need it. "Pre-set" cut-off strokes, made possible by the exclusive COMET return spring, increase production up to 20%! Get true, retractable radial arm reliability (standard length for 19" cross-cut, or the long arm for 25" cross-cut). Rugged steel radial arm glides smoothly on eight permanently lubricated ball bearing rollers: moves completely out of the way for full table working area. Power-packed COMET single or 3-phase 2 H.P. motor, assures smooth performance... cross-cut, compound miter, rip, dado, shape, route, grind, bore. On the job or in the shop, the professional COMET "JUNIOR" means speed, safety, and year after year "full load" dependability.

COMET MANUFACTURING CO.  
2033 Santa Fe Ave. • Los Angeles 21, Calif.  
• a division of The Siegler Corp.

AB-1



# COMET

## Wanted: a family room

(continued from p. 44-H)

The house on page 44-H, built 17 years ago, was small. It did have a large living room, but no dining area. When the owners decided to add a family room, Los Angeles architect Paul Sterling Hoag was faced with the dual problem of a narrow lot and a kitchen at the front of the house. Because of this, the only logical place for expansion was in front.

### Room enhanced looks of house

Not only did the owners get the family room plus a host of conveniences, but the new addition improved the front elevation of their home.

Contractors Marlen & Dawson of Los Angeles put in wider and higher windows with brick underneath; a brick planter; a recessed entry with new double door; a grid in the roof over the entry approach; Louvre Leader jalousie windows at each side.

The new family room fitted perfectly onto the old house; three small kitchen windows became a pass-through. A broom closet was placed to the left of the opening, a bar to the right. Under the serving counter, a Westinghouse freezer and a washer were installed.

### Lighting problem solved

Storage space is everywhere: the side common with the entry is a storage wall; compartments house TV, dishes, linens. There's storage space below the window seat and the freezer, also over the washer.

The addition could have made the kitchen dark. But the architect solved this difficulty by specifying a skylight over the entry.

The latter lets daylight into the family room over the top of the storage wall. (See plan, p. 44-H.) Also, inset lights are over the counter in the pass-through and over the window seat.

Total cost of the job was \$8,500, including the new appliances and the architect's fee. Although this is fairly expensive for a remodeling job, it was money well spent. Since the property is located on a good street in fashionable Brentwood, at least that much and possibly more than that was added to the value of the house.

Other products used: Holly wall heater; Pryne flush lights and Blo-Fan.





# ...first in floors!

\* **QUALITY** \* **COLOR** \* **STYLE** \* and **KNOW-HOW!**

Flintkote's Tile-Tex Division pioneered the development of asphalt tile, and were the first to produce vinyl-asbestos tile commercially. Early installations of Flexachrome—way back in the thirties—are still in serv-

ice and are still beautiful, durable floors.

Flintkote research and product development have led consistently in color improvement, style innovation...setting the highest standards of quality for the tile industry.

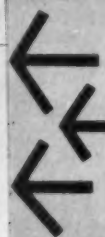
**TILE**

**TEX** first choice in asphalt tile

**FLINTKOTE FLOORS**  
for Western living

NEW TextWeave

WOODFLEX, SKYTRAIL, FLEXWEAVE,  
KORKOLOR, TEXWOOD, MODNAR,  
TEXWEAVE, HOLIDAY,  
SUPER TUFF-TEX



*NOW—for the first time, the complete **WESTERN** family of Flintkote floors may be seen in a new **COLOR CATALOG**.*

**ORDER YOUR FREE COPY TODAY!**

**TILE-TEX, PIONEER DIVISION  
THE FLINTKOTE COMPANY**  
P.O. Box 2218 Terminal Annex • Los Angeles 54, California

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# UTILCO SERVICE AND MAINTENANCE BODIES



MODEL UB

## LOWEST COST • MODEL UB

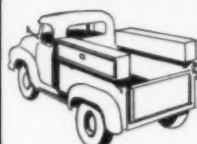
### CHECK THESE FEATURES THEN ...CHECK OUR LOW PRICES!

- Anti-Buckling, heavy duty corrugated or diamond plate floor with drainage outlets • Rigid front panel ribbed for stiffness • Removable dividers every 4" on tray in curb side horizontal compartment are held down with retainer to keep dividers from bouncing and causing parts to mix • 1" rolled lip provided on material shelf in left horizontal compartment • Heavy duty 12" tailgate opening to floor level • New flush pull-out type door handles with double slam action catches and master keyed cylinder locks • Handle protrudes when lock bolt is not fully engaged—warning when door not securely closed • All edges of parts hemmed for safety • Double panelled doors • Rod type hinges rolled into door hem • Doors hinged on special grease loaded bearings to prevent binding common with piano hinges • Full 48" Bed Width.

THE NEW MODEL UB SERVICE AND MAINTENANCE BODY is available to fit any 1/2 or 3/4 ton chassis in a choice of three Compartment Layouts. The variety and flexibility of designs makes the UB UTILCO SERVICE BODY adaptable in a variety of fields including: Utilities, Plumbing, Electrical, Refrigeration, and governmental service. The Compartment interiors can be assembled to meet each customer's individual requirements. This is but one of a full and complete line of Service and Construction Bodies...write UTILITY BODY COMPANY or telephone your nearest distributor.

## UTILITY BODY CO.

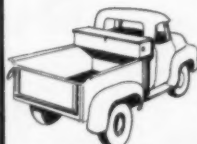
1530 WOOD STREET • OAKLAND 7, CALIFORNIA • TWINOAKS 3-8980



SERIES TC  
TOOL COMPARTMENTS



MODEL UB-X



SERIES U-56  
CROSS COMPARTMENTS



MODEL UB-T

## WESTERN SECTION

### Magazine official talks on home-buying trends

"Yardsticks for Home Buying" were discussed by Bayne A. Sparks at a recent Family Housing Conference of Greater Los Angeles.

As a basis for the "yardsticks," AMERICAN BUILDER's Western regional general manager used trend-setting ideas found by AMERICAN BUILDER editors during 1958 National Home Week. He particularly



Bayne A. Sparks

stressed "trends" found in houses built by the magazine's Best Model Homes Contest winners.

The conference, co-sponsored by Look Magazine and the California building firm, Larwin Homes, was held to find out what the average family wants most in new homes being built in the area around Los Angeles.

Among the preliminary findings: most delegates voted for a three-bedroom, one-story home, with family room, a patio, built-in dishwasher and a kitchen large enough for the family to eat in. Also called important were the need for a regional shopping center—rather than neighborhood stores within walking distance; and the desire for churches to be built at the perimeter of a subdivision rather than scattered within the housing area.

### Browder to address builders

Walter Reese Browder will be among the speakers at the first annual Pacific Coast Builders Conference, slated for July 6-9 at San Francisco. AMERICAN BUILDER's editor will discuss the importance of merchandising to home builders.

AMERICAN BUILDER

A 9-page report to builders from  
Douglas Fir Plywood Association

# 20 ways to build more house for the money with FIR PLYWOOD



- 5 ways to cut costs with Exterior fir plywood siding
- 4 ways to build better for less with fir plywood sheathing
- 6 ways to cut on-site labor with fir plywood components
- 5 ways to add sales appeal with fir plywood built-ins



20 WAYS TO BUILD  
**MORE HOUSE**  
FOR THE MONEY



## FIR PLYWOOD SIDING:



Richard Grant used Texture One-Eleven® combined siding-sheathing, saved 18 man hours on wall construction, plus materials.



Rowland Van Ness used Exterior fir plywood and batten siding to eliminate all sheathing, bracing and blocking.

1

### Save \$100 and more per house by applying Exterior fir plywood directly to studs

Why install both sheathing *and* siding when you can do the job in one operation with Exterior plywood. Plywood combined siding-sheathing has ample bracing strength and meets FHA requirements.

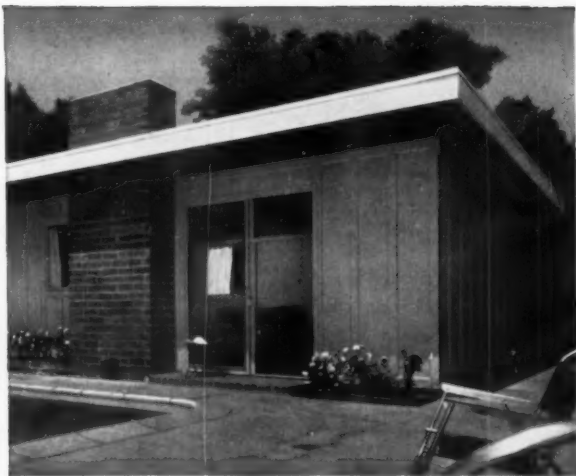
Savings in time and materials are substantial. Builder Rowland Van Ness, San Jose, for example, reported  $\frac{3}{8}$ " Exterior plywood siding-sheathing has saved more than \$150 per house.

Another builder, Richard Grant, developer of the 1,200 home Parkside tract in San Mateo, estimated savings of \$125 per house with Texture One-Eleven® combined siding-sheathing.

For more information about Exterior plywood siding-sheathing, write Douglas Fir Plywood Association, Tacoma 2, Washington.



## five ways it can help you cut costs



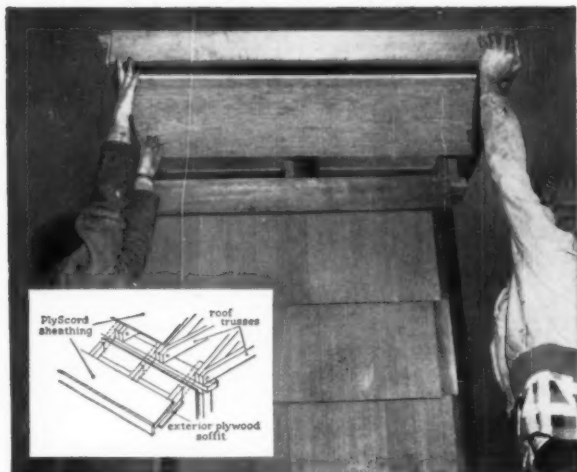
### 2 Single wall construction for mild climates

A single thickness of  $\frac{3}{4}$ " Exterior plywood, serving simultaneously as siding, sheathing and interior paneling, helped Nu-Way Construction Co., South Pasadena, sell this add-a-room package for only \$5.50 per sq. ft. Construction is post and girder with plywood rabbeted into posts and sills. Standard unit is 15' x 20'.



### 3 "Japanese" panel siding speeds remodeling

A quick face lifting was accomplished on this OHI remodeling job by applying Exterior plywood directly over the old siding. To create oriental effect, 1 x 3 battens were used over vertical panel joints and above and below windows to provide louvered effect. The plywood panels are painted white, battens dark brown.



### 4 Eave component reduced site labor 50%

This fir plywood eave overhang component was developed by A. C. Milne and John K. White of American Houses to speed and simplify construction. The unit is 8' long, combines outlookers, fascia, plywood sheathing and soffits. The unit slips into place; the outlookers are nailed to the upper chord of the roof truss.



### 5 Prefab gable ends halve construction costs

Prefabricated Texture One-Eleven plywood gable ends developed by Brockbank Builders, Salt Lake City, Utah, helped speed construction by more than 50 per cent. The shop-built sections reduced on-site labor by eliminating piecemeal framing and fitting. T-1-11 requires only inexpensive shake stain finishes.

For your own protection, specify only DFPA trademarked plywood

(CONTINUED)



## FIR PLYWOOD COMPONENTS:

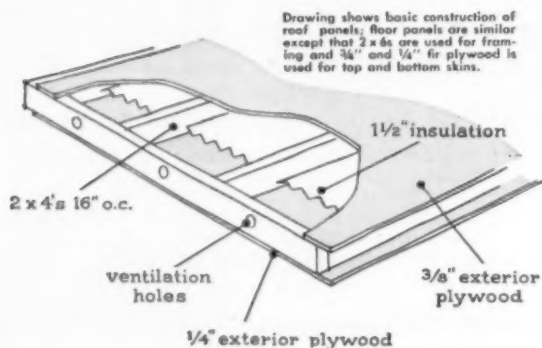
Fir plywood stressed-skin panels reduce on-site labor by as much as 80 per cent



6

**Flat stressed-skin panels** helped hold construction costs to \$8.20 per square foot on this 2,200 gross-square-foot house built by John Odgers, Seattle.

The house is built on two levels with the 4' x 12' stressed-skin plywood components serving as a combined first story ceiling and second story subfloor, and a finish ceiling and roof decking on the upper level. In addition to simplifying construction and reducing site labor, the panels permit large clear floor areas, spanning 12 feet or more without supplementary support. Panels fabricated and installed by Panelbild System, Inc.; architect: Robert Hugus.



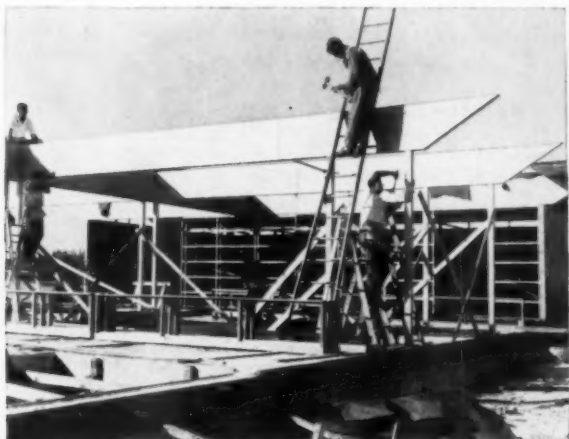
7

**Curved Panels** on this school building span 16 feet, cost only \$1.10 per square foot in-place. These panels are of sandwich construction, with 5/16" upper skins and 1/4" fir plywood lower skins glued to a 3/4" honeycomb paper core; edges are tongue and grooved. Contractor: Standard Construction Co.; components fabricated by Panelbild Systems, Inc.; architect: Robert Billsbrough Price.

Like the flat panels shown at left these curved components rely on thin stressed-skin plywood coverings to achieve strength and stiffness without bulk or dead weight.

# ideas for tomorrow's house you can use today

**Fir plywood box beams and truss gusset plates offer strength, safety and savings**



**8**

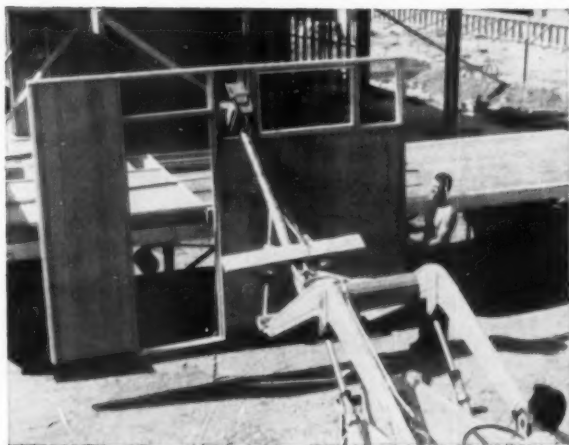
**Fir plywood box beams** are light, strong, dimensionally stable. They can be engineered for any load or span and fabricated in almost any shape dictated by design or appearance considerations. For floor, roof or ridge beams, garage door or window lintels, there is no cheaper—or better—way to do the job.



**9**

**Fir plywood gusset plates** are the surest and simplest way of fastening joint truss members together. Plywood provides greater rigidity, reduces deflection. It can be used for either nail or nail-glued construction. The trusses themselves eliminate load bearing partitions, take less time and material to build.

**Fir plywood wall components like these make building fast, easy and profitable**



**10**

**Prefabricated plywood wall panels** used for a 50-room motel job in Palo Alto helped Contractor Don Gordon build five buildings in less than 100 days at a cost of less than \$9 p.s.f. The fir plywood components were assembled in jigs and trucked to the job site where they were boom-lifted into position.



**11**

**Panelized plywood wall sections** permit three workers to erect walls in only 90 minutes on Lu-Re-Co homes built by Hebb & Narodick, Seattle. Components (including trusses and plywood sheathed gable ends) are credited by construction foreman with saving as much as \$300 per house in labor costs alone.

**For your own protection, specify only DFPA trademarked plywood**

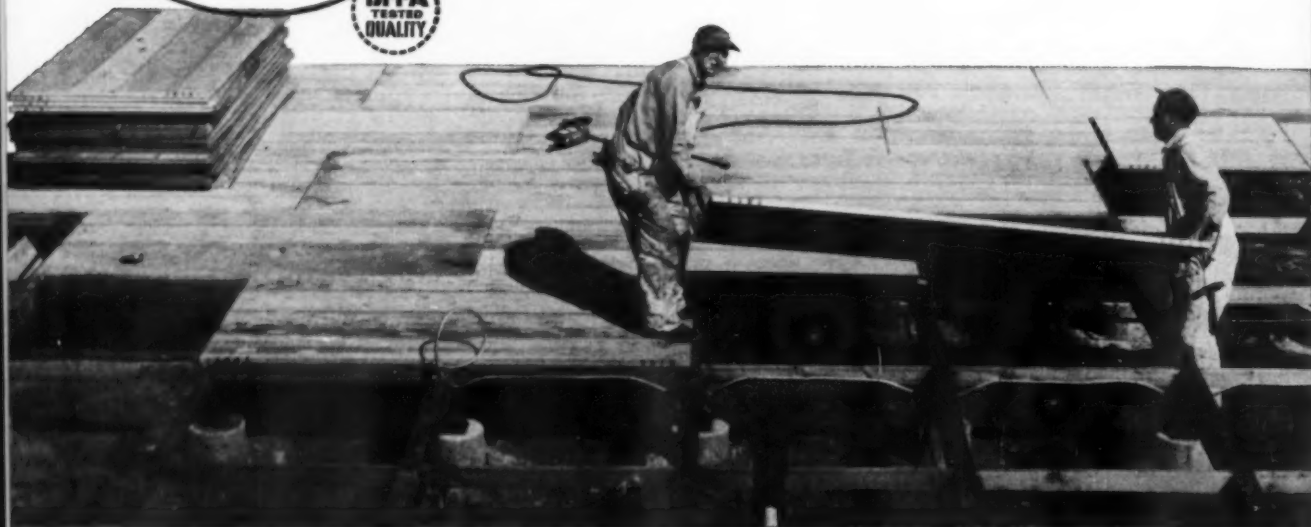
20 WAYS TO BUILD  
**MORE HOUSE**  
 FOR THE MONEY



## FIR PLYWOOD SUBFLOORS

**2·4·1**

1½"-thick plywood combined subfloor-underlay panels



12

### Why August Garcia is sold on 2·4·1® plywood

August Garcia and Ed Rosenbaum, builders of the 234-home Mardell Manor project, used 2·4·1 plywood with Exterior (waterproof) glue because the panels stand up better under repeated wetting and drying encountered during construction delays of as long as four weeks. With 2·4·1 there is no shrinkage or swelling or knots to loosen and drop out. The plywood forms a smooth, tight base for finish flooring.

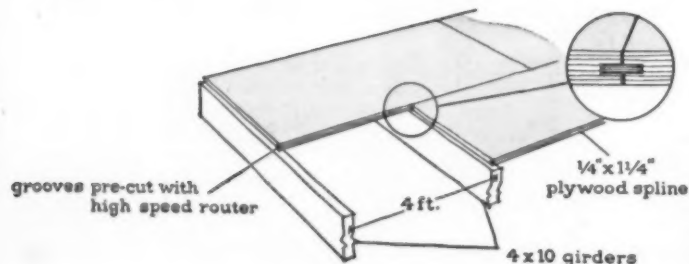
Builder Garcia estimated savings in labor and materials more than offset 2·4·1's higher initial cost. "But most important," he says, "it lets us give customers a better house. We have yet to have a flooring complaint. That's why I'm 100 per cent sold on 2·4·1."

13

### ...and how Dale Forsberg used it with a new spline joint to save over \$200 per house

Forsberg Construction Co., Minot, N. D., has saved as much as \$225 per house with 2·4·1 plywood over girders on four-foot centers, using splines instead of 2x4 blocking to support panel edges. The system saves both labor and materials—plus contingent savings on application of finish floors. A four-man crew can install 1,120 sq. ft. of 2·4·1 subflooring in just under three hours.

For more information about 2·4·1 combined subfloor-underlay panels, write Douglas Fir Plywood Association, Tacoma 2, Washington.





## and SHEATHING: better construction, lower cost

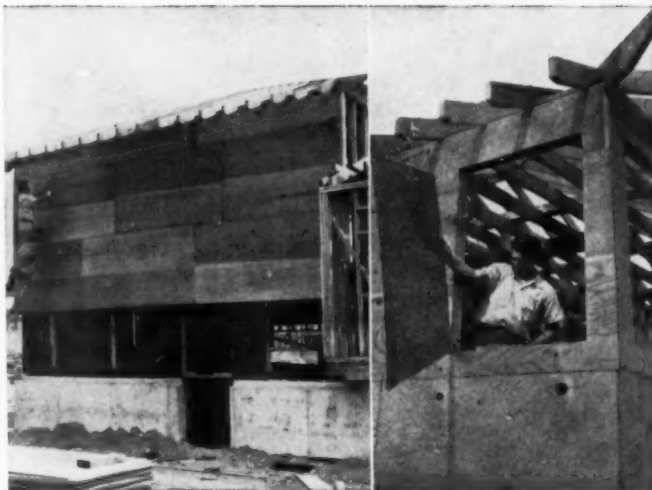
14

### "Blanket" sheathing saves time and labor costs on Long Island homes

H. M. Gorelick, Inc., developed a system for "blanketing" a house with PlyScord sheathing that not only results in stronger, tighter construction but also saves two man hours or \$7.00 per house.

Carpenters cover the entire outside wall with PlyScord without regard to window or door openings. After the entire surface is sheathed, window and door openings are cut out from the inside with an electric saber saw. Cut out portions are dropped on the ground and salvaged for re-use.

On a typical unit with 432 sq. ft. of wall area, it took two men only one hour and thirty-five minutes to apply the sheathing and cut openings. Using the conventional method of measuring, scribing and sawing took two and a half hours.



15

### PlyScord® wall and roof sheathing speeds work on New Hampshire public housing job

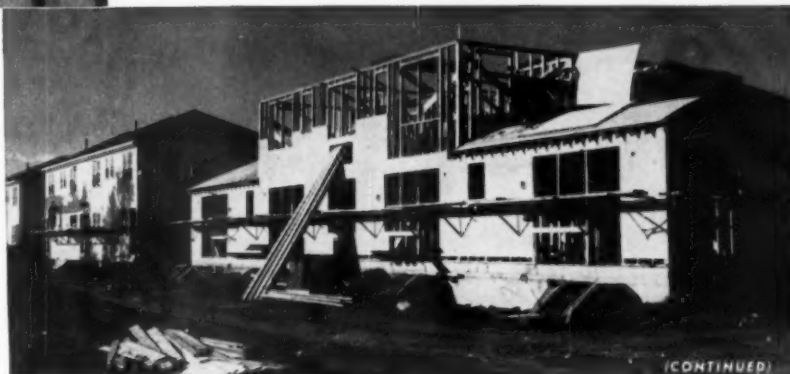
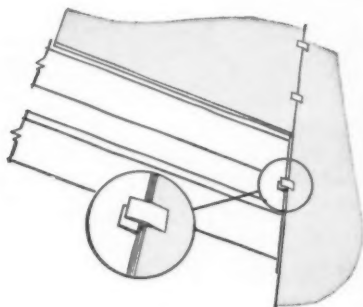


The combination of PlyScord and Plyclips is credited with making possible a 50 per cent labor savings on this 31-building New Hampshire public housing project. Over 160,000 sq. ft. of plywood was used for both wall and roof sheathing.

The contractors, Beacon Construction Co. of Boston, report plywood's large size and workability helped speed work, and that the use of Plyclips to support panel edges on the roof sheathing eliminated the need to cut and apply blocking between rafters.

Plyclips are a relatively new item, but are available throughout the country in all standard plywood thicknesses and cost only about \$3.50 per 100. For more information write Douglas Fir Plywood Association, Tacoma 2, Washington.

**For your own protection, specify only DFPA trademarked fir plywood**



(CONTINUED)

20 WAYS TO BUILD  
MORE HOUSE  
FOR THE MONEY



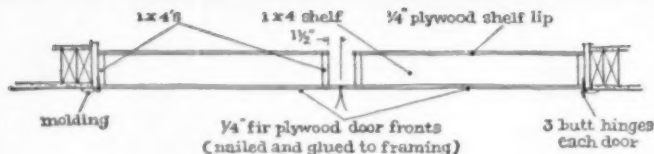
# FIR PLYWOOD BUILT-INS



## 16 Plywood shelf-door wardrobes double usable storage space

Here's a new way of handling wardrobe storage developed by Architect Mary Lund Davis in cooperation with *Better Homes and Gardens*. It's loaded with ideas that can be profitably adapted to most speculatively built houses.

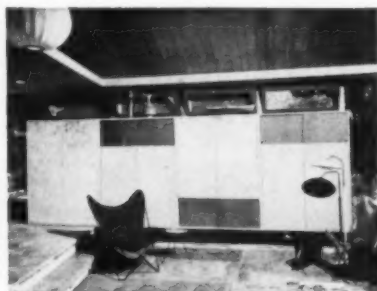
The basic idea is simple:  $\frac{1}{4}$ " fir plywood doors stiffened on four sides with 1x4 lumber. Shelves also add stiffness and provide up-front storage for small items. Doors open to provide free access to built-in fir plywood drawers and storage trays. By varying placement of shelves and interior fittings, the shelf-door principal can be adapted to meet storage requirements in any room.



Your sales story is built-in, too, when you offer your prospects plenty of storage space.



**17 Bedroom built-ins** like these make a big hit with families with children. Built-in desk and drawer units plus roomy plywood shelf-door wardrobe permit owners to move in with minimum investment for furnishings.



**18 Storage walls** of fir plywood are a real "plus" when it comes to making sales in today's competitive market. Light, strong fir plywood speeds work, simplifies framing and carpentry work for your crews; takes any finish.



**19 Carport storage** makes up for the lack of storage space in homes without garages or basements. Exterior plywood "built-ins" like this give your customers a place to store outdoor furniture, garden and patio equipment.

## boost your loan value as well as sales appeal

**20**

### New idea in fir plywood cabinet construction saves you time and money

This unique system for modular cabinet construction makes use of satin finish aluminum frames and fir plywood to make flush cabinets with the popular new "sheer" styling. Developed by Architectural Hardware Corp., the metal framed plywood units save over a third of the time and up to 15 per cent of the cost of conventional cabinets.

Plywood sides, top and bottom are cut into simple rectangular shapes and slipped into top and bottom frames which interlock parts to form a single rigid unit. No other fastenings or special joinery are required.

The system can be used for both upper and lower units and is flexible despite its reliance on standardized sizes. Frames may be purchased separately or complete with pre-cut fir plywood. For information write, Douglas Fir Plywood Association, Tacoma 2, Washington.



## ONLY QUALITY PLYWOOD IS DFPA TRADEMARKED

Plywood construction is the finest, strongest money can buy. But to do the job it must be made right *inside and out*. Quality is critical.

That's why it makes sense to insist on DFPA grade-trademarks on every panel.

DFPA trademarks identify plywood produced under the industry-wide DFPA quality control program which includes both continuous factory inspection and laboratory testing. Quality is never compromised. Where plywood does not meet DFPA standards, use of grade-trademarks is withdrawn.

DFPA trademarks are backed by over 25 years experience in plywood testing—plus the reputation and integrity of over 100 DFPA-member mills which produce more than 90 per cent of all Douglas fir and Western softwood plywood.

**DOUGLAS FIR PLYWOOD ASSOCIATION, TACOMA, WASHINGTON**  
—a non-profit industry organization devoted to research, promotion and quality control



**Only plywood which bears the DFPA trademark is manufactured under the industry-wide Douglas Fir Plywood Association quality control program. Always look for the letters "DFPA"**



# Quality Building Specialties



## Anodized Aluminum MAIL BOXES



700 Series

**FREE**  
Engraved  
Name Plate with  
every box

Each M-D Mail Box has a blank name plate. An order form and envelope are inside the box. To "personalize" mail box, your customer returns plate to us for FREE engraving of name.



500 Series



M-D Rural Mail Boxes are available in 4 beautiful life-time finishes that never rust or tarnish. Albras (brass color), Albright (chrome bright), Alblack (black), and Alacrome (natural aluminum). Standard No. 1 size. Approved by U. S. Postmaster General.



M-D Mail Box Holder  
No. 44 for 4" x 4"  
wood posts.



M-D Mail Box Holder  
No. 150 for 1 1/2"  
metal pipe.



## Nu-GARD Automatic DOOR BOTTOM



Up automatically to clear carpet easily when door opens.

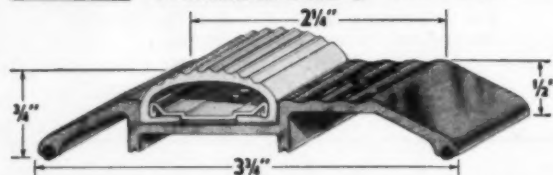


DOWN snugly against floor to seal out drafts when door closes.

Here's the perfect automatic door bottom and draft eliminator for ALL doors. Smartly designed with silvery-satin finish—will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48".



## Extruded Aluminum THRESHOLDS with Vinyl insert

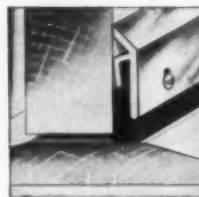


This beautiful vinyl-type threshold is available in either Alacrome or Anodized Albras finish. Albras is a permanent anodized color that will never tarnish—never needs polishing. Available 3 3/4" wide by 3/4" or 1 1/8" high or 1 3/8" wide by 5/8" high.



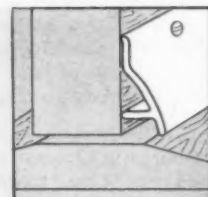
## Numetal DOOR BOTTOM

Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths. Packed 1 doz. same length to carton.



### M-D EXTRUDED HEAVY DUTY DOOR BOTTOM

Extruded aluminum and felt door bottom—in natural or anodized finishes.



### M-D EXTRUDED HEAVY DUTY DRIP CAP

Extruded heavy duty drip cap—in natural finish or anodized finishes.



# MACKLANBURG-DUNCAN CO.

P. O. BOX 1197 — OKLAHOMA CITY 1, OKLAHOMA



# are **BEST SELLERS** "in the house"



## *Numetal* WEATHER STRIPS Packaged Sets for Doors



AVAILABLE IN  
STAINLESS STEEL  
OR BRONZE

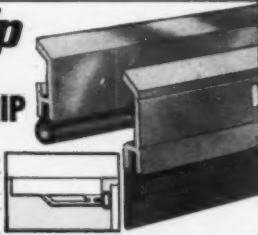
This complete package unit means easier handling for you . . . easier installation for your customers. M-D Numetal door sets are available with regular door bottoms or with any M-D threshold.



## *Jamb-Up* DOOR WEATHER STRIP

EXTRUDED ALUMINUM & VINYL

Made of sturdy, extruded aluminum and tough, durable vinyl. Perfect for wood or metal doors. Comes completely packaged with necessary strip, nails, screws and instructions.



## *Nu-WAY* WEATHER STRIP

Fast-selling because it's so easy to put on. This is the "original" coil metal and wool felt weather strip. Each individual carton contains one 18 ft. roll with nails and instructions. Packed 12 cartons in free display.



## CALKING & GLAZING COMPOUND

*Nu-Calk*

World's best calking compound available in loads, with or without nozzle . . . hand squeeze tubes . . . or 1/2 pt., pt., qt. and gal. cans. Also 5-gal. and 55-gal. drums, gun or knife grade.

*Nu-Glaze*

You can use and recommend this glazing compound with complete confidence that it always "stays put." Packed in 1/2 pt., pt., and qt. cans, 25 lb., 50 lb., 100 lb., 880 lb. drums.



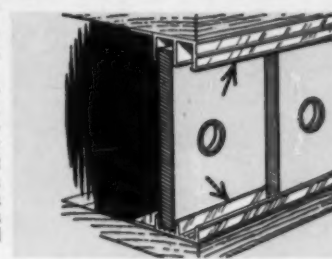
**DEALERS** Order today! Your order shipped promptly! All M-D products are fast sellers, nationally advertised.

**BUILDERS** M-D products sold nationally by hardware, lumber and building supply dealers.



## *Aluma-Slide* SLIDING DOOR TRACK

For 1/8", 1/4", 3/8", 1/2" or 3/4" sliding panels of glass, plywood, masonite, pegboard. Aluma-Slide aluminum track sets can be used on any size cabinet. Fast, easy installation without special tools. In packaged sets with holes drilled, screws furnished and instructions.

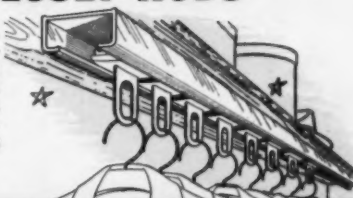


DOZENS OF USES



## Shelf-Mounted CLOSET RODS

Here's a sturdy, extruded aluminum rod with nylon hanger-glides that slide easily. Completely packaged sets, in sizes to fit all closets.



17 magazines will carry  
**197,000,000** Messages  
to your customers  
about M-D products!

124 ads (some in 2 colors) will cover the line of M-D products and create store traffic for you!

# Are you in the home

## Read how to make more money



**1. Stop and see your Armstrong Lumber Dealer.** He's the key man in your plan. He'll show you how you can make more money putting up Armstrong ceiling tile than other types of ceiling materials. Your dealer is frequently being asked to suggest someone to install Armstrong ceilings. He'll give you leads, literature and sales aids and help you develop your own business. He has all the new Armstrong designs.



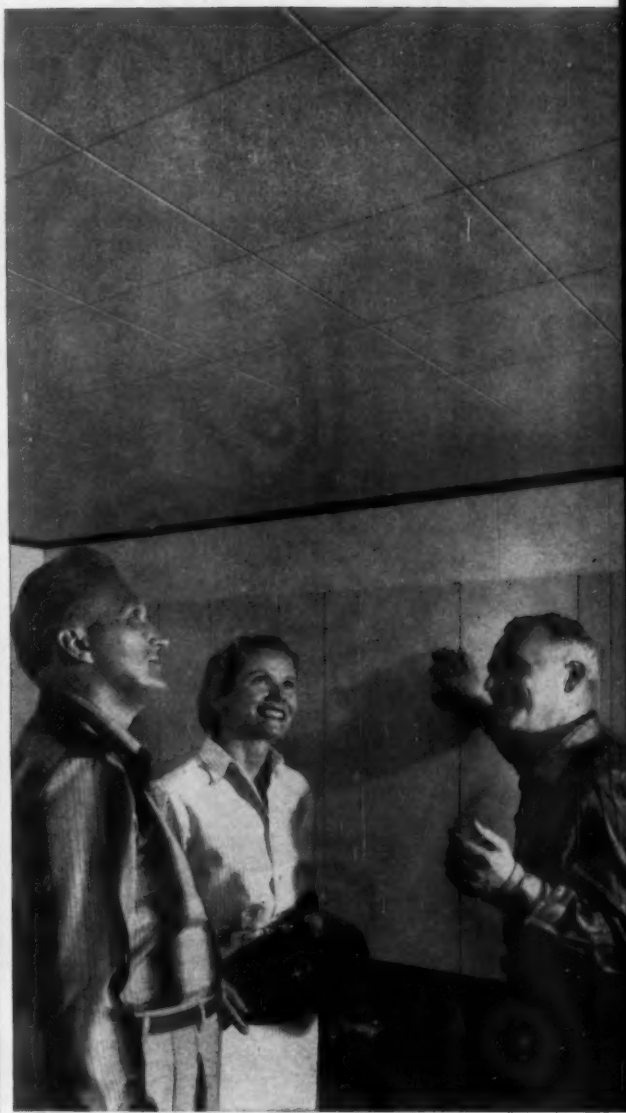
**2. Include ceilings in your remodeling package.** When you are estimating any kind of interior remodeling work, look at the ceiling. There are many homes with cracked or peeling ceilings. Show samples of the Armstrong designs, then include a new ceiling in your estimate. When finishing off attics or basements, it's faster and more profitable to put up an Armstrong ceiling. More satisfying to your customer, too.

# remodeling business?

## putting up Armstrong ceilings



**3. You make a better profit on Armstrong ceilings.** It takes a lot less time to put up a new Armstrong ceiling than it does to put up other types of ceiling materials. No taping, spackling, sanding, or painting is necessary. You don't have to sub-contract part of the job — and part of the profit — to others. One man can do the job in one call. Many contractors report average savings of \$15 to \$25 in a 150 sq. ft. room.



**4. Each job leads to another.** Satisfied customers become your best salesmen. People like the smart new look of Armstrong ceiling designs and the comfort of a sound-conditioned room. Armstrong ceilings are easy to sell because they are the best-known name in ceilings . . . advertised in 14 leading magazines and every other week on network TV. Write to Armstrong Cork Company, 3907 Rider Avenue, Lancaster, Pa.

**Armstrong CEILINGS**

*. . . a profitable new business for you*

# Here's why it pays you to install **THE NEW *Carlrim* SINK**

—the sink every woman wants in her kitchen

## New Sanitary Self-Rim

No separate rim to gather dust or grease. Fits any standard cut-out.

## Permanent Sparkle Finish

Exclusive, smooth Carlton finish lasts forever, actually improves with use.

## Harmoniously Designed

Designed to conform harmoniously with other modern built-in appliances.

## Easy, Perfect Installation

Adjustable lugs permit perfect installation in any counter-top material.

## No Chance of Dimpling

Sink flanges remain smooth and unmarked even under greatest clamping pressures.

Distributed by Quality Wholesalers from coast to coast. Write today for the new Carlton Catalog. Sink Division, Carrollton Mfg. Company, Carrollton, Ohio.

## Blends with Any Color Scheme

Polished surfaces enhance kitchen decor and blend with wall and counter top colors.

## More Safety and Less Care

Type 302 (18-8) stainless steel provides more safety; requires less care.

## All-Around Welding

Continuous welding of lug channels increases strength; prevents distortion.

## Pre- Attached Pressure Strips

Special pressure strips prevent lug bolts from dimpling sink flanges.

A complete line of Carlton Scullery Sinks is also available. Special catalog sent on request.

**Still other reasons:** Every Carlton Sink (offered in 19 different models) is engineered for greater efficiency, such as larger bowl capacity, sound-deadening undercoating, splash-free narrow bowl divider. Stainless steel's extra resilience also reduces chipping of dishes, marring of silverware.

# CARLTON

STAINLESS STEEL

# SINKS

*You just can't buy better when you buy a Carlton Sink*

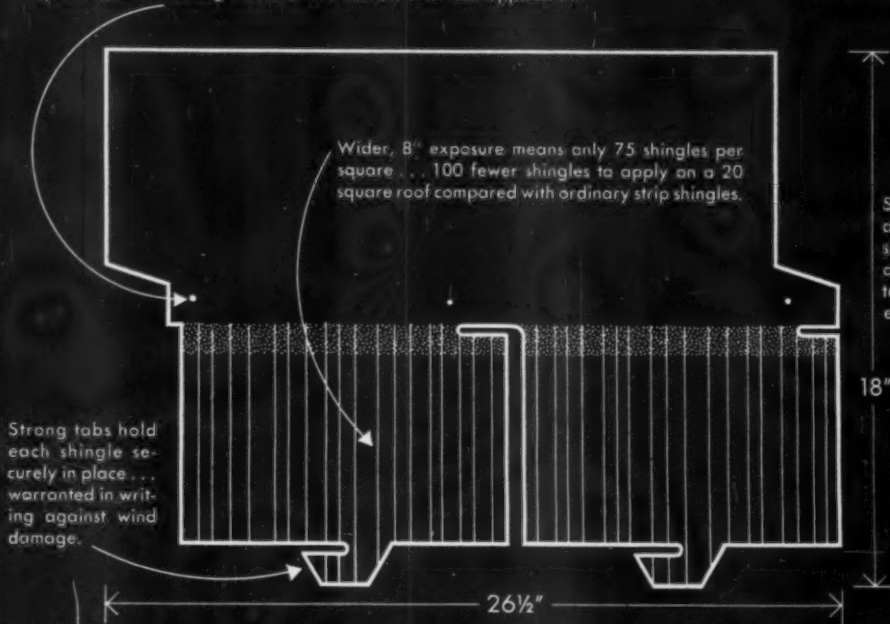


Only three nails required per shingle... 1,900 fewer nails on a 20 square roof... nailing marks insure correct and fast application.

Wider, 8" exposure means only 75 shingles per square... 100 fewer shingles to apply on a 20 square roof compared with ordinary strip shingles.

Self aligning... approved for low slope roofs without cementing tabs (except along eaves and rakes).

Strong tabs hold each shingle securely in place... warranted in writing against wind damage.



ANOTHER  
**RUBEROID**  
DESIGN...

AVAILABLE IN  
*Trend Colors*

FOR HOMEBUILDING ECONOMY!

## **LOK-TAB® asphalt shingles**

Lok-Tabs are designed by Ruberoid to cut application costs, yet at the same time provide a better and stronger roof. Ruberoid offers a written warranty against wind damage on every Lok-Tab roof. Lok-Tabs give you a new roof selling feature for your new homes and cut your building costs.

The Lok-Tab is another product originated by Ruberoid and designed to improve new

homes and cut building costs. It's part of a line that has been serving builders better since 1886. On your next house or project, check with your Ruberoid dealer. Learn how you can build a better looking home and cut your costs with quality Ruberoid building products. For more information on Lok-Tab asphalt shingles, write:  
The RUBEROID Co.

**RUBEROID**

500 FIFTH AVENUE, NEW YORK 36, N. Y.

# This Long Island Building Team—

200 homes a year

## uses PREWAY Bilt-In ranges to add *Sell* to their homes and cut service costs.

Here checking out a house plan are Richard D. Shoenfeld, Abraham Donn and Herman Ringle — land developers and home builders whose most recent work, at Pickwick Oaks and adjoining Pickwick Park, has brought them national prominence.



Today's selective demand for *quality homes with quality features* is nothing new to the developers and builders of Pickwick Oaks and Pickwick Park on Long Island, New York. The "more-for-the-money house" is the only type of home Messrs. Donn, Ringle and Shoenfeld have ever built — a basic formula that has brought them outstanding success — 600 homes sold in three years' time.

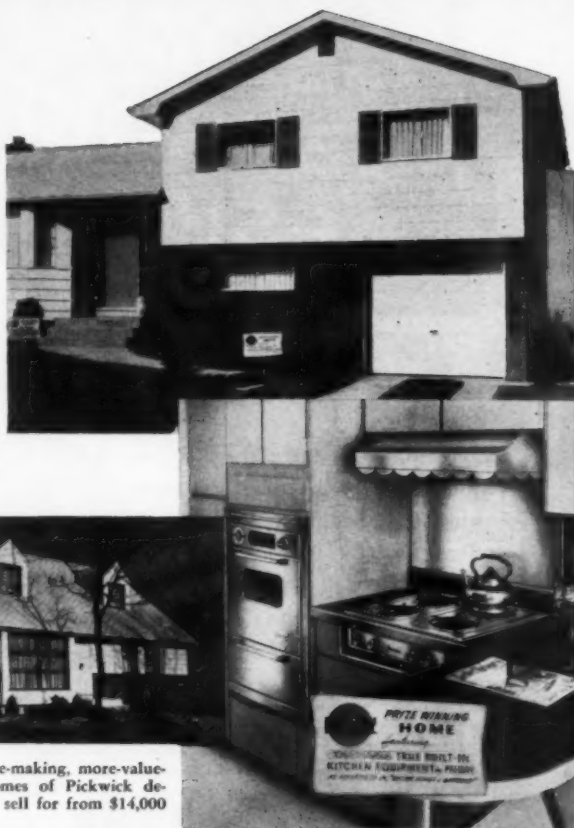
And PREWAY Bilt-Ins have been an important selling tool in their presentation of the Pickwick kitchens. They concentrate on PREWAY ranges — both gas and electric — because they add so much beauty to appearance. But even more, say the builders, "PREWAY cooking and baking performance keeps housewives thrilled . . . and our service calls with PREWAY are negligible — 100% less than our experience with others, and we've given the best of them a try."

Here is seasoned experience — "for the record" — that has been proved time and again all over the country. PREWAY offers national distribution and service, and a full line of both gas and electric units. You are invited to call or write for full color specification bulletins and prices.

**PREWAY Inc.** 8759 Second Street, N.  
Wisconsin Rapids, Wis.  
Since 1917—pioneer manufacturer of built-in appliances . . . refrigerators-freezer combinations, gas and electric ovens and surface units, ventilating range hoods, dishwasher. Member of Brand Names Foundation.



These are the pace-making, more-value-for-the-money homes of Pickwick developments. They sell for from \$14,000 to \$18,000.



PREWAY Bilt-Ins are a featured part of Pickwick promotions.

# ALL GYPSUM...AND MORE THAN A YARD WIDE!

*New USG® Sheathing  
eliminates need for  
corner bracing*



You save on material, labor —with this new USG Sheathing. Vertically applied in 4' x 8' or 4' x 9' panels, it eliminates need for let-in corner bracing... meets

FHA Technical Circular 12 requirements.

No need for building paper, either. USG Sheathing has its own highly water-repellent paper, front and back, over the "asphalted" core. Less cutting waste, too—usually less than 3%. Ask your U.S.G. representative about four feet wide USG Sheathing today! Or, mail the coupon below.

U.S.G. Reg. U.S. Pat. Off.

## UNITED STATES GYPSUM

*the greatest name in building*



FOR MORE INFORMATION...MAIL THIS COUPON TODAY!

United States Gypsum, Department AB-92  
300 West Adams Street, Chicago 6, Illinois

Please send the FREE USG Sheathing Folder GS-27—the valuable reference guide that tells how to get more value for less money on typical exterior wall assemblies.

NAME \_\_\_\_\_

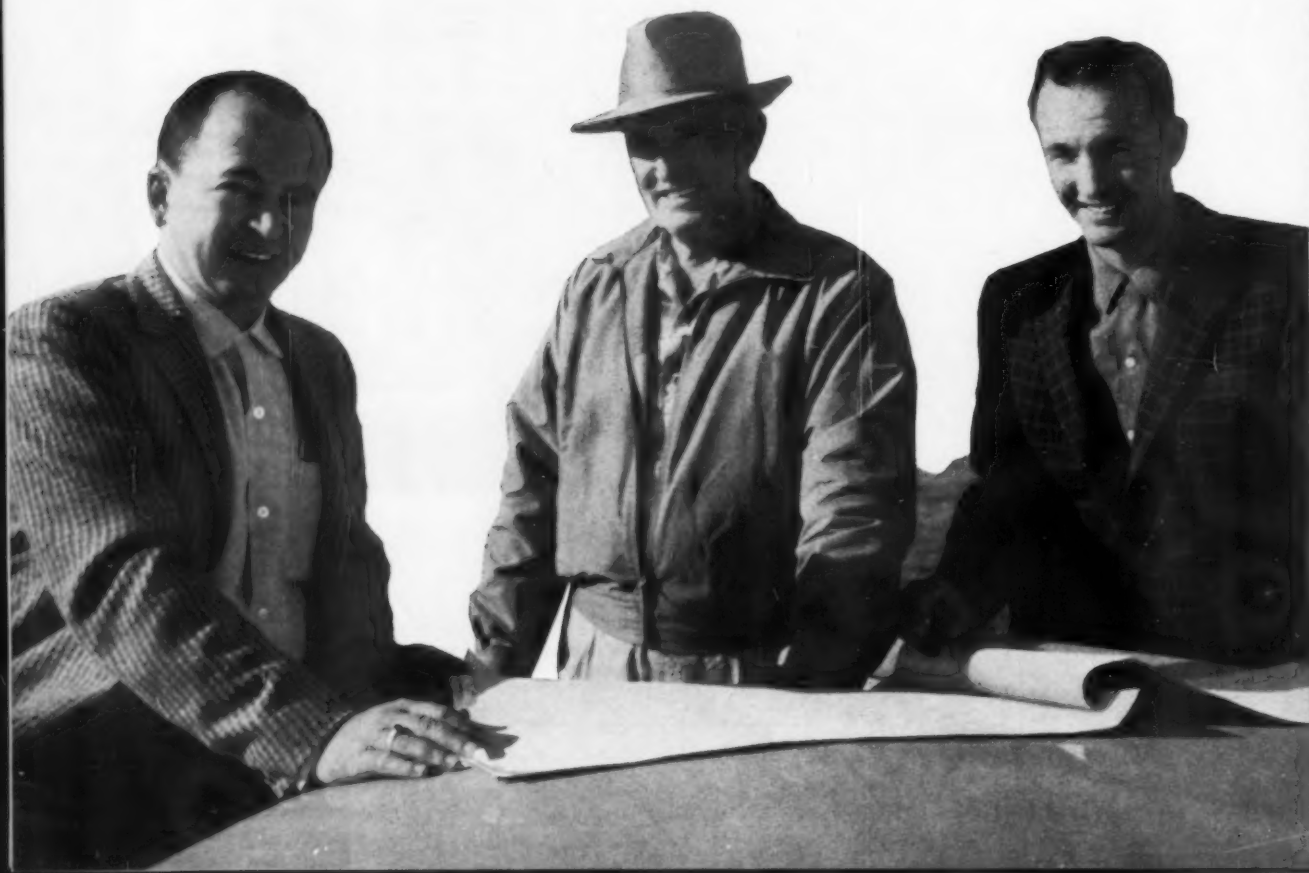
COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

"Andersen Windows  
are so weathertight they  
lick our tough wind problem,  
so trouble-free we've  
never had a kickback..."

**Says Nebraska builder of quality homes**







**Extra weathertightness!** Andersen Casements, on each side of fixed glass, seal out high Nebraska winds that buffet the front of this house. They're actually five times more weathertight than industry standards require.



**Extra sales appeal!** Handsome wood sash and frames of Andersen Casement Windows add character, natural warmth and beauty to Reeder Construction Company homes. Penta-treating protects permanently against termites and decay.

"After trying out Andersen Casement Windows, we switched to them 100%," say Dewey and Delmer Reeder, father and son building team, Gering, Nebraska.

"We have such high wind out here it's a major problem. Even when most windows are closed, the wind and dust come through so fast the weatherstripping whines. There's none of that with Andersen Windows. They close weathertight... *really weathertight!*

"Another thing... Andersen Windows are so trouble-free

we've never had a single kickback. They definitely have helped build our good reputation and the steady sales we've had over the years."

**Try Andersen Windows.** They've helped builders everywhere eliminate trouble, sell homes more easily. They can do the same for you. For more information, see your lumber and millwork dealer, Sweet's File, or write: Andersen Corporation, Bayport, Minn. Andersen Windows are sold throughout the United States and Canada.

# Andersen Windowalls

ANDERSEN CORPORATION • BAYPORT, MINNESOTA



**Dealer Ivan Doll (left) with Dewey and Delmer Reeder.** Reeder Construction Co. development in background features Andersen Windows in \$20,000 to \$40,000 homes.



# New! BERMICO

## THE LOW-COST WAY TO

Why we call it the BERMICO SURE-DRY drainage plan



# SURE DRY DRAINAGE PLAN...

## ASSURE DRY HOUSES, DRY YARDS



*Planned Protection for You—*

*Planned Drainage for Your Houses—*

*Planned Satisfaction for Your Customers.*

A good dry cellar . . . A good dry yard . . . A good, trouble-free sewer connection or septic tank system . . . These are *basics* with modern home-buyers. *Basics* . . . not extras!

*To help you cover these basics . . .*

. . . Bermico has just developed a new, low-cost drainage plan — new and complete: The Bermico *Sure Dry* Drainage Plan.

Not only does the new Bermico *Sure Dry* Drainage Plan give protection to you — as a builder who stands behind his houses . . .

It also assures planned drainage for your houses — of unwanted water: underground water, waste water, runoff water.

Most important — it assures complete satisfaction for the buyers of your houses.

And home-buyers will *know* you're offering better homes. They'll read about the Bermico *Sure Dry* Drainage Plan in THE SATURDAY EVENING POST and SUNSET MAGAZINE—they'll see Bermico *Sure Dry* Drainage Plan signs on your site.

To give your homes unique *Sure Dry* "sell," get all details, get the proof. Write for information about the "Bermico *Sure Dry* Drainage Plan" today. Address Dept. 779.

### PERMANENT BERMICO BITUMINIZED FIBRE PIPE AND FITTINGS . . .

Bermico Sewer Pipe (solid)  
Bermidrain (perforated for water collection)  
Bermiseptic (perforated for liquid waste disposal)

- ✓ strong, root-proof, rot-proof, shock-resistant
- ✓ unaffected by freezing, thawing or normal soil settlement
- ✓ impervious to acids and alkalis
- ✓ light, easy-to-lay 8 ft. sections
- ✓ fast, easy-to-install connections



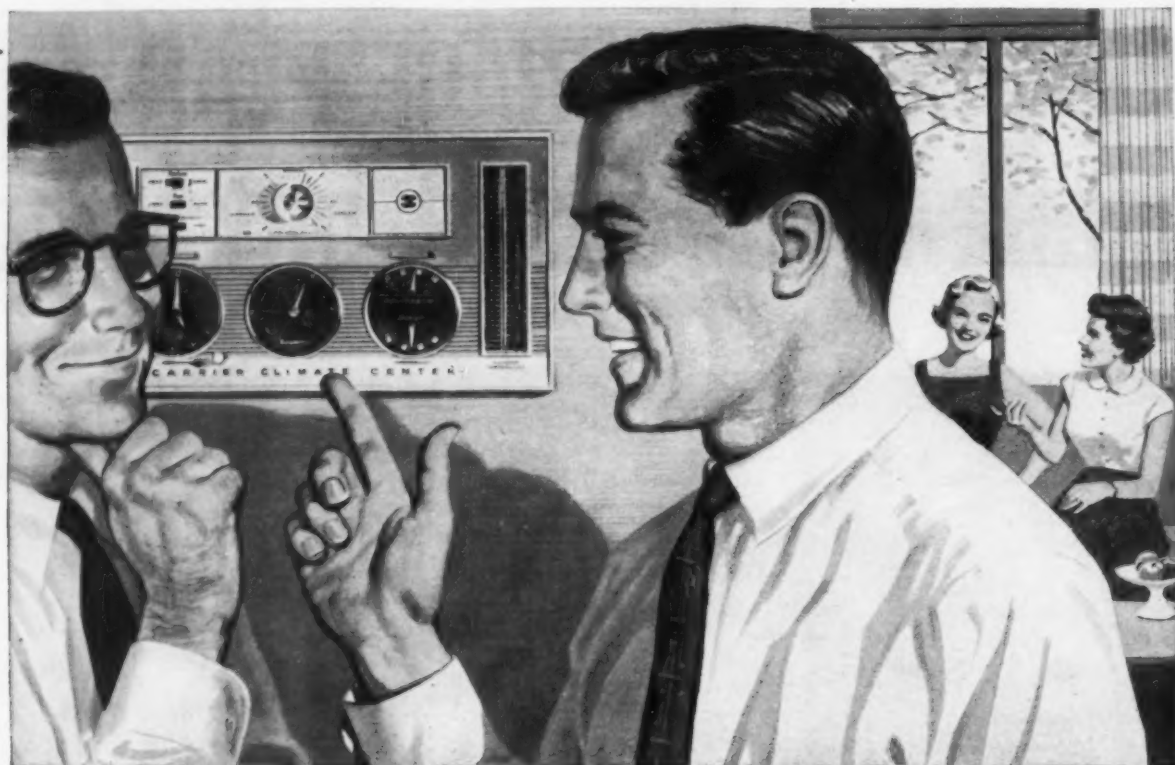
Bermico has been made and steadily improved for over 40 years by Brown Company . . . the only bituminized fibre pipe manufacturer whose basic research is in the field of cellulose fibre. This means the best product for you.

Another Quality Product of

**BROWN COMPANY**

General Sales Offices: 150 Causeway St., Boston 14, Mass.

Mills: Berlin, N. H.; Corvallis, Ore.



## REVOLUTIONARY NEW CARRIER CLIMATE CENTER

*permits new mastery of indoor climate . . . helps you sell more air conditioned houses*

When a home buying prospect stands in front of the new Carrier Climate Center, he sees an exciting new way to master the indoor climate of his next home.

Here he finds everything needed to make a Weathermaker\* home a new experience in all-season comfort, cleanliness and healthfulness. He'll see how he can control his indoor climate with greater precision. See and predict the outside weather. Know how his air conditioning system is operating. And operate his system more economically.

The Carrier Climate Center permits all this mastery of climate from an 8 x 14 inch satin aluminum wall panel. It's so compact it mounts

easily between studs in the den, hall, kitchen or bedroom. Yet, to duplicate its functions, you'd need an outside thermometer, a barometer, a relative humidity indicator, a de luxe thermostat and a night setback control to lower the indoor temperature automatically during sleeping hours.

You can now have this new kind of year-round air conditioning installed at reasonable cost in any house you build or sell. When a 38E Weathermaker Outdoor Section (right) supplies the refrigeration to an indoor cooling coil, cooled air can be circulated by using the fan and ductwork of a warm air furnace. No water's needed, just outside air. In homes with wet heat, the Weather-

maker Outdoor Section can be quickly connected to a separate indoor fan-coil unit with its own duct system.



*This Carrier 38E Weathermaker Outdoor Section installs easily outside the house . . . in yard, breezeway, garage or patio.*

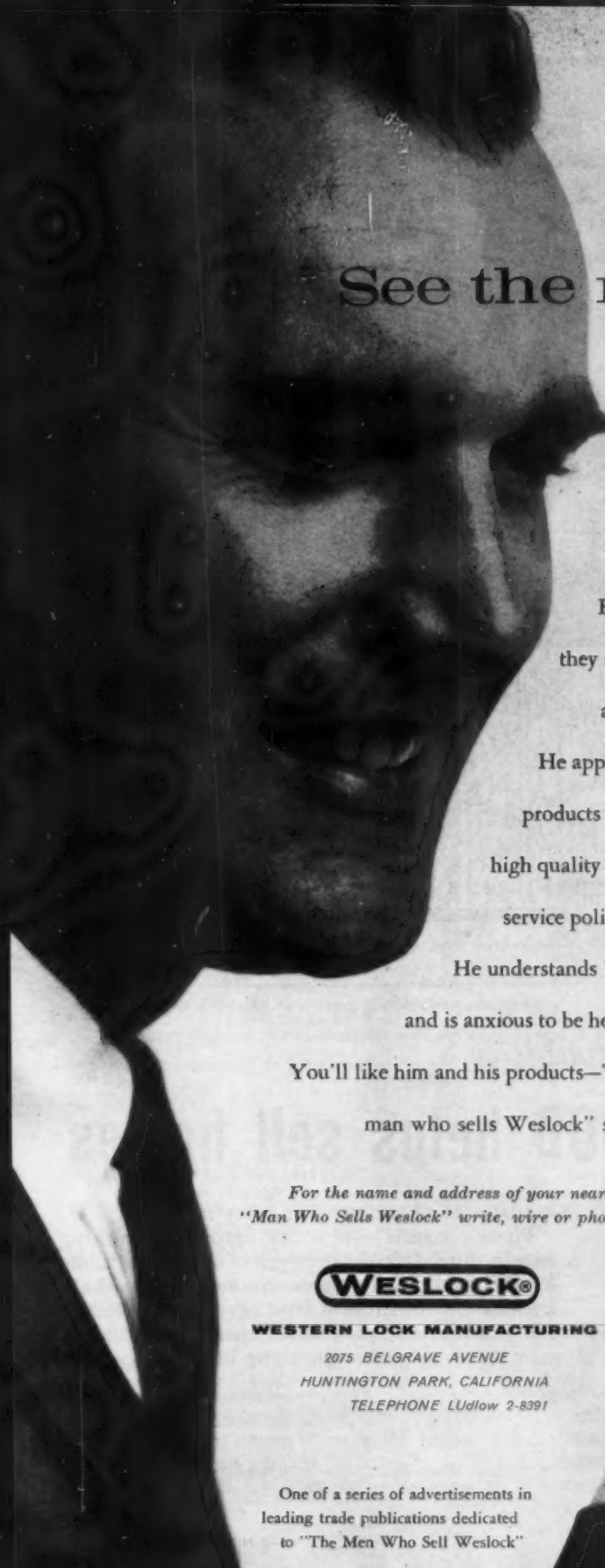
**SEE YOUR CARRIER DEALER FOR DETAILS, TECHNICAL ASSISTANCE, PROMOTIONAL SUPPORT AND MERCHANDISING PROGRAMS. HE'S LISTED IN THE YELLOW PAGES.**

MORE PROOF OF  
BETTER AIR CONDITIONING FOR EVERYBODY



EVERYWHERE





See the man who sells

WESLOCK

He's proud of Weslock products.

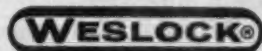
He knows the reasons why  
they are the fastest selling locksets  
and matching cabinet hardware.

He appreciates that Weslock  
products are style leaders, have  
high quality at a price and a  
service policy that builds customers.

He understands YOUR problems  
and is anxious to be helpful.

You'll like him and his products—"See the  
man who sells Weslock" soon.

*For the name and address of your nearest  
"Man Who Sells Weslock" write, wire or phone*

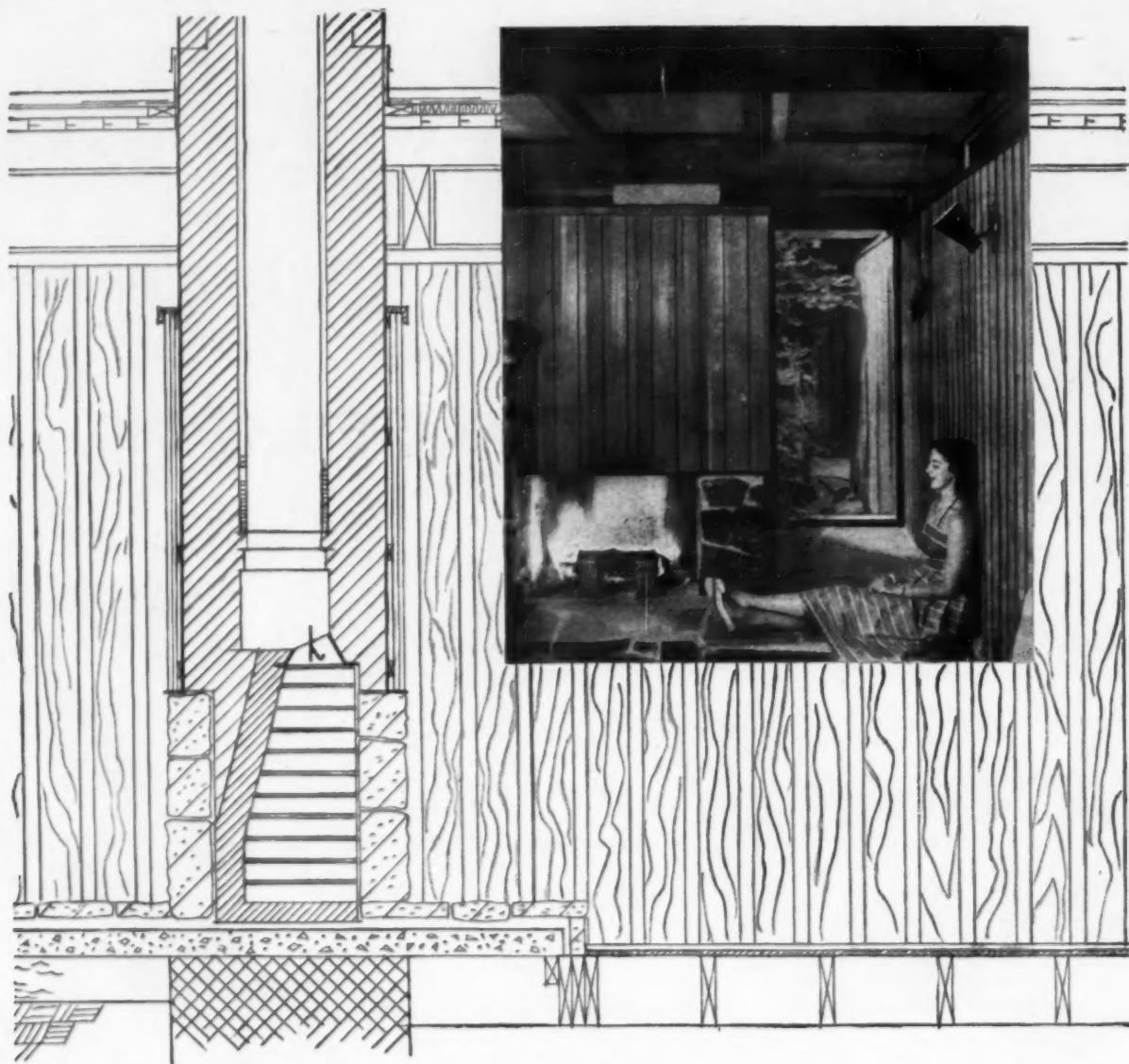


**WESTERN LOCK MANUFACTURING CO.**

2075 BELGRAVE AVENUE  
HUNTINGTON PARK, CALIFORNIA  
TELEPHONE LUdlow 2-8391

One of a series of advertisements in  
leading trade publications dedicated  
to "The Men Who Sell Weslock"





*Because comfort spells true livability*

## the comfort of WOOD helps sell homes

Wood's comfort starts selling for you even before prospects walk into the sample house. People feel *at home* with wood siding and trim, wood doors and window sash. Inside, they react favorably to the friendliness of wood flooring, paneling, cabinetwork. The *physical* comfort of wood gives you bonus sales points, too! Its desirable acoustical qualities . . . its

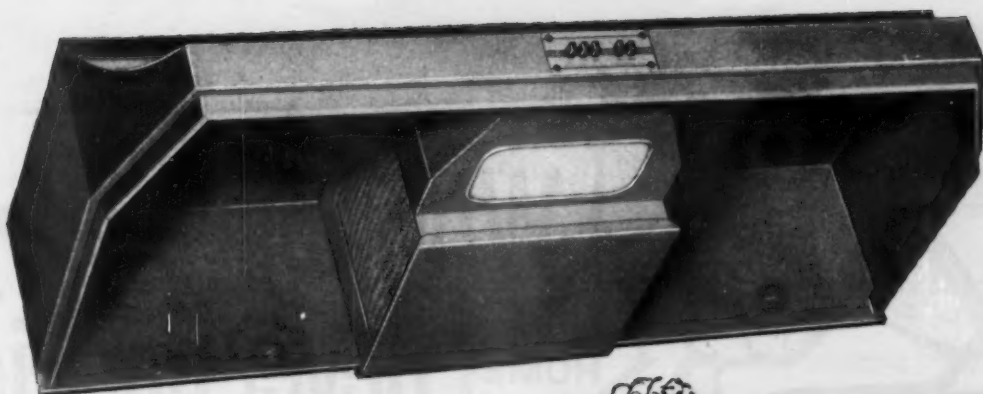
insulational advantage over other materials.

Wood's comfort—plus its natural versatility, beauty, durability—enables you to build more value for the money into homes in any price bracket. Because these qualities of wood have both emotional and practical appeal, you sell more houses, make *more dollars per house* when you build with wood!

*For more information on better homes of wood, write to:*  
**NATIONAL LUMBER MANUFACTURERS ASSOCIATION**  
 Wood Information Center, 1319 18th St., N.W., Washington 6, D. C.

*Live, Work, Build Better with*





Installs in half the time  
of ordinary range hoods

**NEW Broan**

**Dual Blower Hood**

a fully integrated package

There is more of everything for everybody in this NEW Broan Hood. The housewife gets a better performing installation — the extra power of a dual blower. The contractor gets more to "sell" — at a better price. For example, the hood and blower are factory prewired and are put in place as a single unit. Many contractors report their installation time is only half of

their former experience. That difference can mean many more successful jobs for you.

Get the full facts on this BEST ENGINEERED hood today. See your distributor, or write for full information.

**Broan** MANUFACTURING COMPANY, INC.

946 West State St., Hartford, Wisconsin | Near Milwaukee

Specialists in Quality Ventilating Equipment for More than 25 Years.

## Additional Features—

- Vertical or horizontal discharge directly into 3¼" x 10" standard duct.
- Built-in spring-loaded backdraft damper.
- Blower removable without tools. Two lifetime aluminum filters.
- Brilliant illumination — ribbed crystal lens.
- Seamless welded construction — no grease-catching trim strips or rivets.
- Saves cabinet space — self contained.
- "Contour-corner" design — out of the way of cabinet doors.
- Modern or colonial styling, five widths, stainless steel or colors.



## Dual-Blower Island Hood

The Broan Island Hood is completely self contained, offers fast, economical installation plus dual-blower power. Combines all the engineering advances and features of the regular Dual-Blower Hood. Choice of styles, widths, finishes.



# Why poor Henry never got rich

(when he could've)

Henry was a builder. Good one, too. Knew building business inside and out. Had a good crew of men.

Henry put up a model house. Quality workmanship cellar to attic. "No trouble selling this and plenty more like it," mused Henry. "Heck of a lot for the money!"

Came opening day. With it hordes of people. "Ah-h-h-h!" sighed Henry. "Really in business now."

Sad as it is to report, Henry *wasn't* in business at all. Good as traffic was, Henry couldn't get anybody—any-

where near the dotted line. "What have I left undone?" wailed Henry. "Where did I go wrong?"

Nobody told him and he never found out. But you, dear reader, for reading this far, certainly deserve to know where Henry goofed.

Poor Henry hadn't included one, single, nationally-advertised Brand Name—*anywhere* in his house. Roofing was by -----, Inc. Siding by ----- Co. Even the door latches were a product of the Brothers -----.

We say Brand Names *are* important!

Selling shoes or shirts. Hammers or houses. Brand Names give assurance of quality. Carry weight. Impress people. Provide something to point to with pride. Most important to you—Brand Names help sell more houses—and sell 'em faster. Ask any builder who uses them.

Now the \$64 question. Why be like poor Henry and build houses with unknown materials? Are the pennies you save (if you do) worth it? Why not use nationally-advertised Brand Names (like Orangeburg and Flintkote) and end up successful!

THE NAME ORANGEBURG AND THE SILVER BAND ARE REGISTERED TRADE-MARKS OF THE ORANGEBURG MANUFACTURING CO.

This message is presented by Orangeburg Manufacturing Co., the folks who practically invented Brand Name selling in pipe. Be sure your homes feature genuine Orangeburg—the Brand with the Silver Band.\* Root-Proof Pipe and Fittings for house sewer lines, downspout run-offs...Perforated Pipe for foundation drains, septic tank filter beds. Orangeburg Manufacturing Co., Orangeburg, N.Y., Newark, Calif. A Division of The Flintkote Company, Manufacturers of America's Broadest Line of Building Products.



**Secret of Success** Make a product of unquestionable quality and advertise that fact nationally year-after-year. The Orangeburg ad above, one of a continuing series, appears in LIFE, June 15, reaching an estimated audience of 32 million. **LIFE**







FEATURE QUALITY AT LESS COST

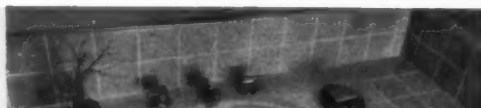
# complete weather seal

plus full five year guarantee

Climate-proof weather seal! Another feature that pulls prospects. It's standard equipment with Berry. Heavy-gauge steel across the top and on both sides. For the base—a special vinyl weather seal that won't crack, rot or freeze to ice. What's more—the complete Berry package includes all components necessary for installation—nuts, bolts, track hangers and brackets. Installation's easy. The price—low! And you're protected with a full five year guarantee.

No wonder Berry outsells all other residential garage door manufacturers. One-piece or sectional models. See your distributor or write: Berry Door Corp., 2400 E. Lincoln, Birmingham, Mich. In Canada: Berry Door Co., Ltd., Wingham, Ont.

**Berry**  
**STEEL DOORS**



**"Within a few years any house that is not air-conditioned will be obsolescent,"**

says Federal Housing Administration



**SUN VALLEY\* All-Year® Gas Air-Conditioner dramatizes newness, lasting value.**  
It heats in winter...cools in summer...saves money with low-cost Gas

Housing authorities recognize the growing trend to air conditioning. Today it's one of the best ways to clinch the sale of a new house, one of the most convincing arguments against competition of older homes on the market.

The Arkla-Servel Sun Valley offers many advantages to the builder as well as to the buyer:

1. Show customer how, from a single compact unit, the Sun Valley heats the whole house in winter, cools it in summer, circulates clean, filtered air at all times.

2. Demonstrate its ease of use. Show prospects how the temperature of the entire house is regulated from a single thermostat.

3. Explain to home buyers that because the Sun Valley works with Gas, there are no worries about fuel deliveries. You can tell them, too, that modern Gas is the clean, economical, most dependable fuel.

4. Show them the five-year warranty, real assurance to the home buyer of long life and low-cost maintenance.

Make sure your new homes *stay* new. Contact your Gas company or Arkla-Servel dealer now. Units available in models and sizes to fit any home.

AMERICAN GAS ASSOCIATION

**ONLY GAS**  **does so much more...for so much less!**

\*Trademark. Product of Arkla Air Conditioning Corp., General Sales Offices, Little Rock, Arkansas.



# Misceramic Tile

*is for everyone . . .*

Time was, in home building, when tile was strictly a luxury item restricted mostly to bathrooms in expensive houses. Today Misceramic makes it possible to include this popular sales feature, at a profit, in any home and in many attractive ways — walls, floors, counter and sink tops.

Because Misceramic tile can be installed easily and economically, you save up to one-third in cost. A complete line of floor and wall tiles, trims, fixtures and installation materials is available for immediate delivery from our modern, new, ceramic tile plant.

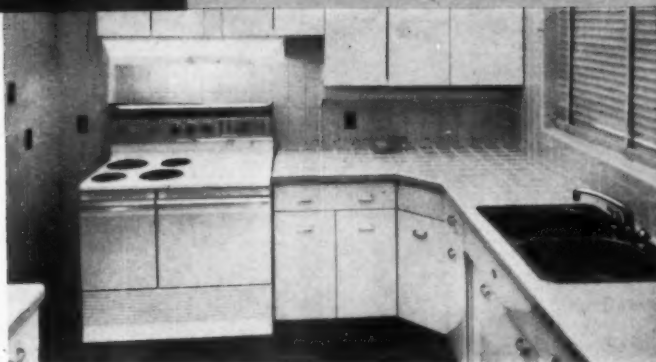
Let Misceramic tile be the big, distinctive sales feature in your homes!

For name of your nearest Misceramic  
Tile distributor, write or call:



**Misceramic Tile**

CLEVELAND, MISSISSIPPI



## EVERYTHING NECESSARY FOR TILE INSTALLATIONS

14 porcelain floor tile colors in eight designs • 7 MISTEX crystalline glazed floor tile colors  
14 classic wall tile colors • Matching trim tiles • Blending fixtures • Installation materials

from **FIAT** the complete shower unit that makes all others obsolete . . .



**CHECK OFF THE QUALITY YOU GET**

*The Fiat Commodore is a Complete Package  
There is Nothing Else to Buy or Install*

- ✓ Genuine Formica Interior*
- ✓ Anodized Aluminum Frame*
- ✓ Styrofoam Sound Insulated*
- ✓ PreCast Terrazzo Floor*
- ✓ Factory Glazed Panels and Door*

*Also available in  
Recessed and Neo-Angle Models.*



# NEW

## wonderwall commodore

*revolutionizes shower construction—  
features colorful, lifetime formica  
laminated to rigid, structural walls*

Here is the finest shower ever developed . . . the "Shower of Tomorrow" ready for today's better homes. The secret is the unique "wonderwall" which is superior to masonry construction, yet requires no tiling! Designed to look beautiful a lifetime, yet install complete in a matter of minutes!

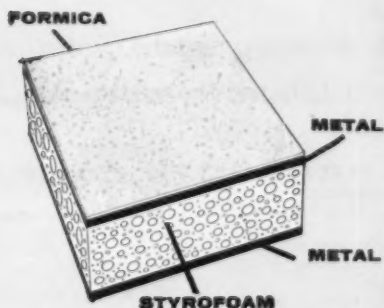
The "wonderwall" *Commodore* features an interior of genuine, easy-to-clean, homeowner-

approved *Formica*. Exposed exterior made of beautifully fluted aluminum, and the floor is famous FIAT PreCast Terrazzo with a solid, threshold cast integral. All components literally slip together to provide a lifetime of leakproof service.

Learn how the revolutionary *Commodore* can make shower installation unbelievably easy.

**LOOK INSIDE THE NEW "WONDERWALL"**—Beneath the smooth, permanent genuine Formica skin of the FIAT "Wonderwall" there's a full inch of Dow Styrofoam bonded between two sheets of metal. This construction provides a rigid wall that's structurally sound, insulated against noise, not affected by temperature changes, high humidity, soaps or detergents. Marine-type adhesives guarantee a permanent, water-tight bond between laminated layers.

MAIL COUPON  
TODAY!



FIAT METAL MANUFACTURING CO.  
9301 Belmont Avenue  
Franklin Park, Illinois

Please send me your new folder  
on the all new "Wonderwall" Commodore Shower.

AB-79

Name _____		Position _____	
Company _____			
Address _____			
City _____	Zone _____	State _____	

**Biggest News in Corner Bead  
Since SUPER-EX!**

**New MILCOR®**

**RIGID BEAD**

(PATENT PENDING)

*Best protection  
for **any** plaster corner  
at the lowest cost!*

Straight, uniform nose  
makes for clean cut  
corners every time!



Tube-like nose cuts  
splicing time.



Wide flange permits  
quick, secure  
attachment to any  
kind of lath.



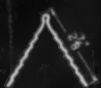
Spring-fit angle hugs  
tight to corner, speeds  
adjustment to varying  
plaster grounds.



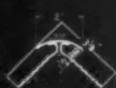
Combines the rigidity  
of solid metal with  
the positive  
plaster key of  
expanded metal.

Specify Rigid Bead on your next job — available  
in 7-, 8-, 9-, 10-, and 12-ft. lengths at leading  
building supply dealers. Write for a sample today.

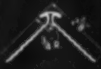
The most complete  
line of corner beads



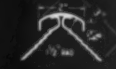
NO. 1 EXPANSION



NO. 6 BULL NOSE  
EXPANSION



NO. 10 BULL NOSE  
EXPANSION



NO. 20 EXPANSION  
PARTITION CAP



NO. 30 BULL NOSE  
SOLID WING



SUPER-EX



CORNER-EX

Milcor catalog No. 202  
available on request.



**INLAND STEEL PRODUCTS COMPANY**

DEPT. C, 4025 WEST BURNHAM STREET • MILWAUKEE 1, WISCONSIN •

WAREHOUSES: BALTIMORE, BUFFALO, CHICAGO, CINCINNATI, CLEVELAND, DETROIT, KANSAS CITY,  
LOS ANGELES, MILWAUKEE, ST. LOUIS.

SALES OFFICES: ATLANTA, DALLAS, DENVER, NEW ORLEANS, NEW YORK, ST. PAUL, SAN FRANCISCO.

**MILCOR®** Making good products  
better through constant improvement

# NEW IDEA

GIVES HOMES SPECIAL WOMAN APPEAL  
..... EXTRA SALES APPEAL!

## DISTINCTIVE SIMPSON REDWOOD PLYWOOD WALLS OFFER YOUR BUYERS BEAUTY AND UTILITY

Simpson Redwood Plywood is uniquely attractive and helps create extra value and sales appeal in your homes . . . as demonstrated by this concealed, but readily accessible sewing cabinet. The deep-toasted V-grooves create a rich, random planked effect and disguise door edges. You can offer home buyers a better way of life by featuring the functional value and unsurpassed natural beauty of Redwood Plywood. Check Sweet's File or see your Simpson Lumber Supplier soon.

Simpson Logging Company, 2301 N. Columbia Blvd.  
Portland 17, Oregon. Mail coupon on  
back of next page for free 16-page, full color  
Simpson Plywood Catalog.



See how the toasted  
V-grooves conceal door edges,  
creating a handsome wall  
of Redwood beauty!

You can create a wonderful new  
world of peace and quiet  
for any interior with  
deep-fissured  
Forestone!



## .....NOISE CONTROL.....

A Forestone® acoustical ceiling in your new homes will give you some very persuasive sales points. Beautifully textured with permanent deep-fissures, Forestone absorbs up to 70% of all sounds striking it and can be repainted without appreciable loss of efficiency. Forestone is protected against termites,

dry rot and mold by exclusive Biotox processing. 12" x 12" and 12" x 24" tiles or labor-saving 2' x 8' roof deck panels install quickly, easily, for about the same cost as an ordinary ceiling. Check Sweet's File or see your local Lumber Supplier soon. Simpson Logging Company, Shelton, Washington.

RELY ON



\*Reg. U. S. Pat. Off.—U. S. Pat. No. 2,791,289

*The original fissured woodfiber acoustical tile.*

Mail coupon, back of next page, for free 24-page Acoustical-Insulating Board Catalog.



FOR BETTER BUILDING . . . BETTER LIVING!



Space-saving doors install quickly, available packaged and pre-assembled —or without hardware.

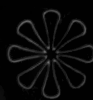
RELY ON



## bi-fold doors . . .

designed to give your home space-saving, eye-pleasing sales appeal. Ideal for closets, room dividers and passageways. Exclusive McKinney spring loaded pivot brackets self-adjust doors to fit tightly and eliminate gaps. Your own crew can install these handsome door units in a jiffy with only a screwdriver. Available in widths

from 2' to 8'. Louver doors in mahogany or fir, Flush doors in 7-ply hollow core Lauan, Sen or Birch. Available with or without hardware. See your Lumber Supplier, or mail coupon on back of this page for complete information. Simpson Logging Company, 2301 N. Columbia Blvd., Portland 17, Oregon.



You build a commendable reputation for your firm when you build with Simpson Certified Kiln Dried Redwood.



## redwood bevel siding . . .

Simpson Redwood bevel siding helps you build homes which look better, sell faster and last longer. Use easy to work, easy to paint, vertical grain Simpson Certified Kiln Dried Redwood. Investigate durable Simpson Redwood soon. It costs much less than you might imagine.

Ask your Lumber Supplier for full details, Simpson Redwood Company, Arcata, California. Mail coupon on back of this page for free Redwood Grade Book, Redwood Information Charts and Idea Booklet, "Redwood For The Home."

Member of California Redwood Association



## ASSEMBLY LINE DETECTIVES CHECK AND RECHECK SIMPSON QUALITY

Simpson building products are checked and rechecked through every phase of manufacture to assure consistent high quality. Special equipment evaluates Simpson products for tensile strength, glue bond, water absorption, paint adherence, light reflection, rigidity, weathering characteristics and other factors. Continuous research, systematic testing and product improvement have made the slogan, "Rely on Simpson," a byword for quality building materials.

RELY ON



...the name to build with.....

### ACOUSTICAL PRODUCTS

Forestone woodfiber tile.  
Random Drilled woodfiber tile.  
Standard Drilled woodfiber tile.

### DOORS

Bifold Doors (Flush and Louvered).  
5-ply Hollow Core and Solid Core  
Flush Doors.  
7-ply Hollow Core and Solid Core  
Flush Doors.  
Stile and Rail Doors.  
(Sash - Panel - French - Screen -  
Entrance - Louver - Jalousie -  
Garage).

### HARDBOARD PRODUCTS

Standard Hardboards.  
Tempered Hardboards.  
Specialty Hardboards.  
Smooth surface Hardboards  
available prefinished.

### REDWOOD LUMBER

Siding, bevel and bungalow, plain and  
rabbeted.  
Tongue and Groove and shiplap joint,  
available with square edges, eased  
edges and V-joint, 3/32 V15,  
1/4 V15.  
Shiplap joint, Boston pattern Rustic.

### ENGINEERED WOOD PRODUCTS

Wood Tanks, Pipes and Scrubbers.  
Industrial plywood products.

### INSULATING BOARD PRODUCTS

Decorative Tileboards and Plank.  
Building Boards and Wallboard.  
Asphalt-Impregnated Building Board.  
Sheathing (Asphalt-Impregnated).  
Super-Strong Sheathing.  
Roof Insulation.  
Asphalt-Impregnated Roof Insulation.  
Shingle Backer (Asphalt-Impregnated).

### OVERLAID PLYWOODS

Medium Density Overlaid Plywood.  
High Density Overlaid Plywood.

### PLYWOODS

Rotary Fir and Rift Grain Fir.  
Fir Shadowwood, Plyweave and Striated.  
Plyron and Texture 1-11.  
Figured Grain and Rift Grain Redwood.  
Redwood Shadowwood, Rusticwood and  
Plyweave.  
Figured and Ribbon Grain Philippine  
Mahogany.  
Birch, Oak and Knotty Pine.

### ROOF DECK PRODUCTS

Forestone Roof Deck.  
Standard Drilled Roof Deck.  
Planked Golden Hemlock Roof Deck.  
Tapestry White Roof Deck.

SIMPSON, 1073B, WHITE BLDG.,  
SEATTLE 1, WASHINGTON

SC-94 B

Please send me **FREE** information on the following products  
as checked:

- ☐ Doors ☐ Acoustical and Insulating Board  
☐ Redwood ☐ Plywood

Name

Company

Address  City  State

Clipped from  Magazine

Litho in U. S. A. on Simpson 100# Premium C2S Offset



# LIVE MODERN...

\$36.55  
RETAIL  
PRICE



a new classic  
is born in surface  
mounted cabinets...

ILLUMINATES ENTIRE  
BATHROOM

INSTALLS IN 5 MINUTES

WIDTHS 24", 28", 36", 48"

PLATE GLASS, BAKED  
ENAMEL, FINEST CHROME

## *Satin Glide*

IN COLORS



CONSTELLATION

WRITE TO: WILLIAMS PRODUCTS INC. 1536 GRANT ST., ELKHART, INDIANA

# TARGET:

## 100 HOMES IN 1959!



*Sales soaring for another Pease Homes builder!*

*For full information, write or phone William Stricker, General Sales Manager, and arrange for a Sales Representative to call.*

## PEASE HOMES *and Building Materials*

939, FOREST AVENUE

HAMILTON, OHIO

Ray and Bob Combs built their first Pease Home in 1950. Since that time, they have built Pease Homes exclusively. Today, Homes by Combs, Inc., is known as one of the leading firms in Southern, Ohio, with 100 homes planned for the coming year.

"Our first package," declares Ray Combs, "convinced us that Pease offers a better home, yet easier and more economical to build and sell."

"Fast, efficient building permits us to offer Pease Homes at attractive, yet profitable prices," adds Bob Combs. "We have built over 300 Pease Homes to date, 200 of them in the past four years. This year, by taking full advantage of the increased services of the Pease program, we have set our sights for 100."

You, too, can set your sights higher with Pease Homes. A complete program is available for quick conversion of F.H.A. approved land to liquid profits . . . *F.H.A. Processing and Financing Service . . . Model Home Financing . . . Customized Architectural Service . . . Personalized Model Home Merchandising and Promotion.*



## FOR \$10,000 HOMES



## \$14,000 HOMES



## \$18,000 HOMES



## AND HOMES OVER \$20,000



# suburban<sup>®</sup> BUILT-IN RANGES

GAS OR ELECTRIC—BEST VALUE AT EVERY PRICE LEVEL

Regardless of the price homes you build, you can include the sales power of Suburban and offer prospects all 36 of the features most women want in a built-in range. Here's real quality at a price you can't beat! *Plus*—models available in both *gas* and *electric* to fit same size cabinet opening — *interchangeable*. Get your value-packed price from your local distributor. Send coupon today!

### Free Color Literature!

Samuel Stamping and Enameling Company  
Dept. AB-79 — Chattanooga, Tennessee

Send me complete information and prices on  
Suburban Built-in Ranges ☐ Gas ☐ Electric

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_





6 Decorator Colors  
Plus Snowy White



*The all-new Estate...by Eljer...  
the luxury look for distinctive homes*

The *Estate*, Eljer's new deluxe siphon jet toilet, is right for America's finest homes. It is modern in looks, with eye-appealing style from the staff of famed designer Dave Chapman... modern in operation, with improved flushing action... modern with new installation features engineered by Eljer's mechanical experts.



You're so right with ELJER

Now,  
*Eljer presents . . .*  
*another new line of*  
*pretested fixtures*

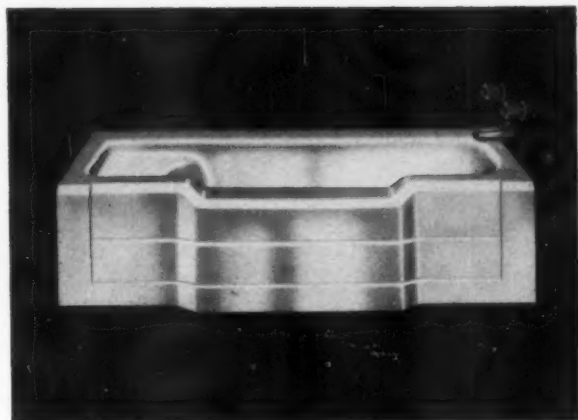
In a research project unique to the industry, Eljer's new luxury creations have received advance, enthusiastic endorsement from the home building and buying public. The *Estate*, deluxe siphon jet toilet, shown on opposite page, offers many exclusive and outstanding features.

- Improved, positive flushing action.
- Vitreous china . . . easy to clean and keep clean.

- Recessed tank gives appearance of one-piece toilet.
- Integral china overflow and ground-in valve seat.
- Scientifically balanced bowl . . . only two bolts needed for easy, secure installation.
- Two flat bolt hole covers . . . for easier cleaning.
- Patented snap-action float valve.
- Six pastel colors and white.

**ELJER**  
Division of The Murray Corporation of America

*Three Gateway Center  
 Pittsburgh 22, Pa.*



Available soon:

The new *Brent* vitreous china lavatory with cabinet in dark or blond finish brings furniture quality to the bathroom. Wide, flat surfaces drain into the basin, and there is ample knee and toe space under the lavatory. New monogrammed Luxury Brass with plastic prism handles adds a special touch of elegance. Lavatory in six pastel colors and white.

Companion for the *Estate* is the *Legatlon*, luxurious 5½' cast iron recess bath with integral end seat and 6" wide, low rim seat. Six pastel colors and white.



Hotpoint Deluxe Automatic Dishwasher with exclusive Double-Deck Washing Action, Model DE-1. Hotpoint Customline® Bi-Level oven with automatic eye-level controls, Model RLG702. Hotpoint Customline surface cooking section with Calrod® Recipe Heat Units, Model RU45.

**NEW LOW COST SKILL PLANE**





# MORE WOMEN COOK ON RANGES MADE BY HOTPOINT THAN ON ANY OTHER KIND

Hotpoint has made over 5 million electric ranges, far more than any other manufacturer. Such dramatic proof of public preference clearly indicates the salespower Hotpoint appliances add to your homes.

Sales-building public preference like this is the result of over 50 years of product leadership. This leadership stems from the public's trust in the superior quality and outstanding performance found in every Hotpoint appliance.

Remember, Hotpoint appliances are the best investment you can make to sell more homes because . . . when you build in Hotpoint, you build in public preference.

## Only Hotpoint offers you

the sales power of dishwashers with Double-Deck Washing Action. This Hotpoint exclusive provides a separate spray for each rack to get every surface of every piece spotlessly clean! And Hotpoint dishwashers offer double washing and rinsing with special second rinse that stops spots, a separate utensil cycle, and easy front connections that slash your installation costs.

## Only Hotpoint offers you

Customline surface sections with Calrod® Recipe Heat units that end cooking guesswork at the touch of a button. Hotpoint ovens give more cooking capacity in less cabinet width (only 24 inches) than either of the other two top-selling brands. And Hotpoint offers a variety of Customline ovens and surface cooking sections to fit any kitchen plan and budget.

when you build in Hotpoint, you build in Public Preference

# Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

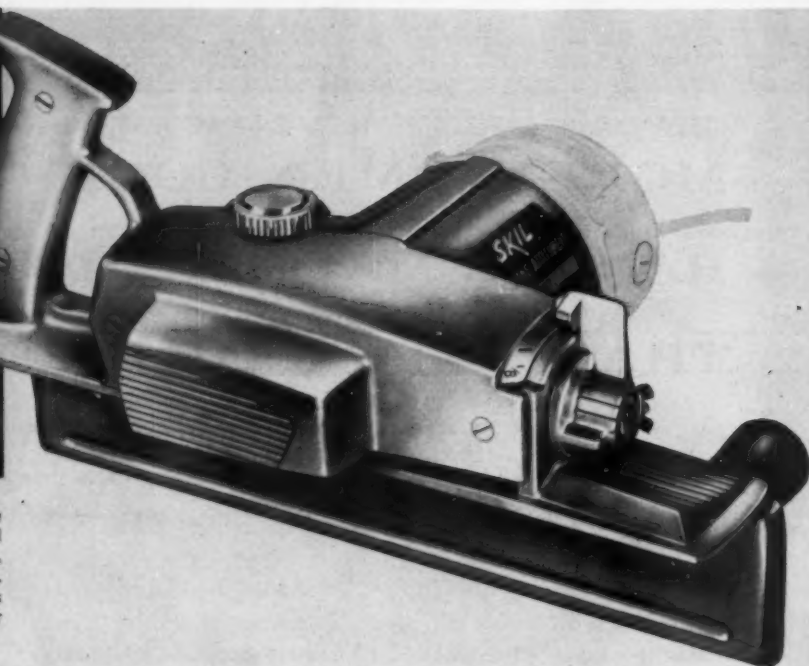


ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE  
DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

# NEW LOW COST SKIL PLANE



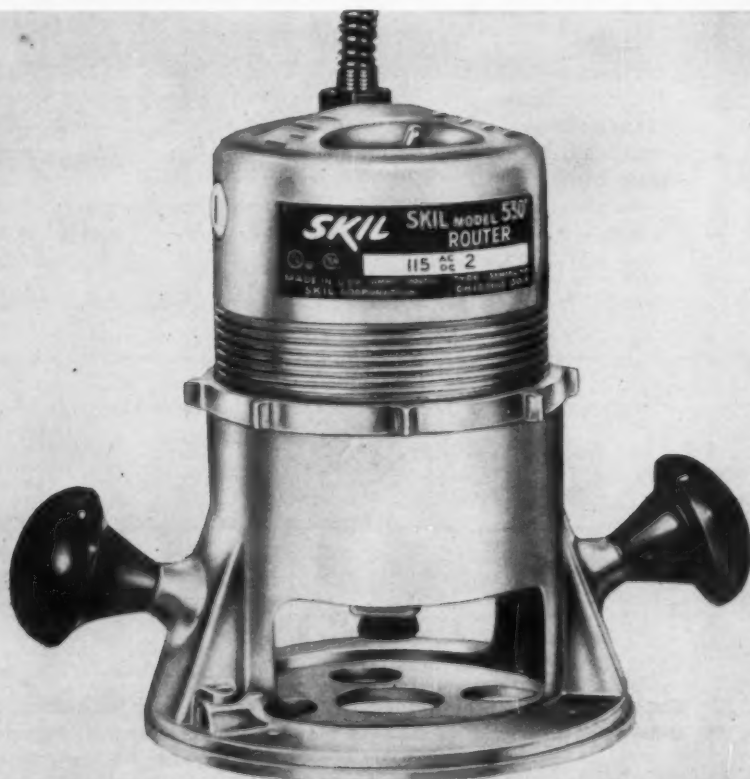
**CUTS PLANING TIME IN HALF!** Here's high speed accurate planing at low cost. The SKIL Model 296 Plane—easy-to-handle when fitting doors, screens, windows, storm sashes, and edging cabinet work. Has  $\frac{1}{8}$ " depth adjustments,  $2\frac{1}{4}$ " width of cut. This plane has the power it takes, yet is small enough for easy handling on the job and to the job.



## CONVERTS in seconds to a ROUTER...



**THE CARPENTER-SIZE ROUTER!** This is one heavy-duty router designed with the carpenter in mind. Easy to handle. Light-weight—just slightly over 5 pounds. Full  $\frac{1}{4}$  hp motor has power to spare. 23,000 rpm spindle speed gives smoothest possible cuts on any routing job. Assures accurate, fast jamb mortising when used with new SKIL No. 17070 Hinge Butt-Template Kit shown.



# You get both accurate *PLANE* and powerful *ROUTER* for only \$104<sup>00</sup>

Save important tool dollars! Get the accurate new SKIL 296 Plane—for just \$89.50. Then add only \$14.50 more for the SKIL No. 17067 Router Base—and you've got a powerful, versatile router to boot! You save approximately \$100 over the combined price of similar tools. And if you already own a SKIL No. 297

Router, you can convert it to an accurate plane for the low \$44.50 price of the SKIL No. 3650 Plane Attachment! Ask your SKIL dealer for a demonstration and a copy of the 58-page SKIL Industrial Power Tool Catalog. It contains detailed information on over 100 SKIL Industrial Tools. Or, simply mail coupon.



## NO. 5000 ROUTER MOTOR

Full ¾ hp basic power unit for both plane attachment (No. 3650) and router base (No. 17067). All ball bearing construction. Universal DC or AC up to 60 cycles. \$45.00



## NO. 3650 PLANE ATTACHMENT

The ideal accessory unit for carpenters, builders. Attaches to SKIL No. 5000 Router Motor. Accurate depth adjustments... bevel adjustment from plus 15° to -45°. Extra long 16-inch shoe. Chip deflector. \$44.50



## NO. 17067 ROUTER BASE

Used with No. 5000 Router Motor, this accurate, lightweight router will handle a wide range of grooving, da-dooing, beading, rabbeting, mortising, veining and cove-cutting jobs. Base diameter, 5½ inches. \$14.50



Made only by SKIL Corporation, Chicago 30, Illinois  
Factory Branches in all leading cities.

*...another basic Skil construction tool*

## FREE! 58-PAGE INDUSTRIAL TOOL CATALOG



SKIL Corporation, Dept.  
5033 Elston Ave.  
Chicago 30, Illinois

In Canada:  
3601 Dundas St., West  
Toronto 9, Ontario

- ☐ Please send me name of nearest dealer.  
☐ Please send me FREE booklet on SKIL power tools.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

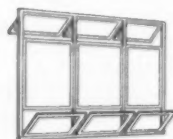
*For modern living*



**SELECT THE "YEAR-ROUND" COMFORT  
OF QUALITYBILT 4-WAY WOOD WINDOWS!**



Insure maximum comfort for your customers with Qualitybilt 4-Way Windows. Plan hundreds of delightful, eye-catching window arrangements that put walls of light and cool, refreshing summer breezes in just the right places . . . or lock snug and draft-free to defy the most chilling winter winds. You can do this with the wide range of sizes of the two basic units . . . Two-Sash and Single Sash. Use them singly or in imaginative combinations . . . as Awning, Hopper, Casement, or Fixed Units. Create hundreds of other attractive arrangements with standard Picture Units. And get this amazing flexibility at the most economical prices!



Qualitybilt 4-Way Windows are completely weatherstripped, with a variety of glass, hardware, and operators. Accurately machined of Ponderosa Pine, toxic treated to last a housetime. For the complete story write for illustrated catalog and name of nearest distributor!

**FARLEY & LOETSCHER MFG. CO.**  
DUBUQUE • IOWA

Entrances • Doors • Frames • Sash • Blinds • Casements • Glider Windows • Sliding Doors • Screens  
Combination Doors • Storm Sash • Garage Doors • Mouldings • Interior Trim • Sash Units • Louvers  
Kitchen Cabinet Units • Cabinet Work • Stairwork • Disappearing Stairs • "Farlite" Laminated Plastics





American Builder'sSurvey Says:

# Take a fresh look at remodeling

**F**OR the past two years, AMERICAN BUILDER has been making surveys to bring the remodeling builder into focus. We know he represents more than half the builders in the country; we know that in two cases out of three he's a home builder as well as a remodeler; and we know that one out of four builders who are both does a larger volume in remodeling.

In the survey we made for this issue of AMERICAN BUILDER, two facts stand out. They make it imperative for all builders, and remodelers too, to take a fresh look at today's remodeling opportunities:

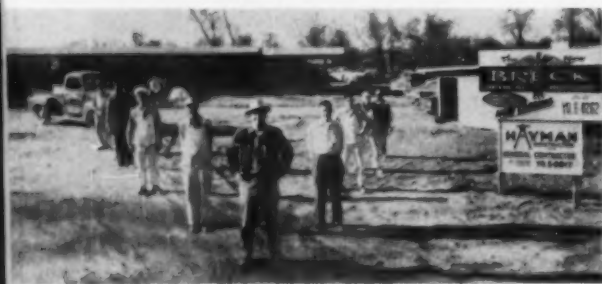
**Remodeling is increasingly profitable.** More than half the builders who reported doing both remodeling and new construction said that the remodeling netted them a better

profit. Two thirds of them said their markup for overhead and profit was 20 per cent, or somewhat higher—a very healthy margin. And even at this level, most remodelers can price their jobs well below the “suede shoe” operator.

**Remodeling is increasingly flexible.** This is particularly important for the remodeler who also builds new houses. Our survey showed that the three major types of remodeling, in order of volume, were: alterations, additions, and maintenance. These categories are broad enough so that virtually any type of builder, with any type of crew, can work within them. Remodeling can then become a builder's balance wheel, taking up the slack when the often unpredictable new-home market takes a dip.



## Here are 4 builders who did



**82% of the time: he builds small offices, medical buildings...**

## This home builder remodels 18% of the

### Typical remodeling problem: how he expanded a small house

**T**he owners of this house could easily have afforded a new home—but they didn't want one. They were an older couple, and preferred to stay where they were.

However, they did need more space: he wanted an office for his business; she wanted a modern kitchen, and a family room for entertaining her grandchildren.

The problem was to satisfy these requests while working within the limitations of a small house on a small 50-ft. lot. Solving that problem grossed Hayman \$11,000.

### He makes remodeling pay while using it as a "natural fill-in"

**"W**e make remodeling pay by handling it just as we do our custom building," says home builder Gerald G. Hayman, Kirkwood, Mo. "In fact, we use the same crew for both types of work, right down to the laborers.

"On this job (right) we did the drawings, and submitted a firm bid based on them. We even arranged financing through an escrow company, as we do in custom building.

"Aside from being profitable," says Hayman, "remodeling has another big advantage. It keeps us busy during slack periods. We did this job, for example, while work on our subdivision was being held up by installation of sewers and utilities.

"And remodeling work helped us ride out the 1958 recession with no trouble at all."



**BEFORE REMODELING**, home's exterior was sound but needed painting, some updating. Owners wanted two extra rooms (office, family room), plus a modernized kitchen. Hayman had to squeeze extra space from a small 50-ft lot.

**WHAT**

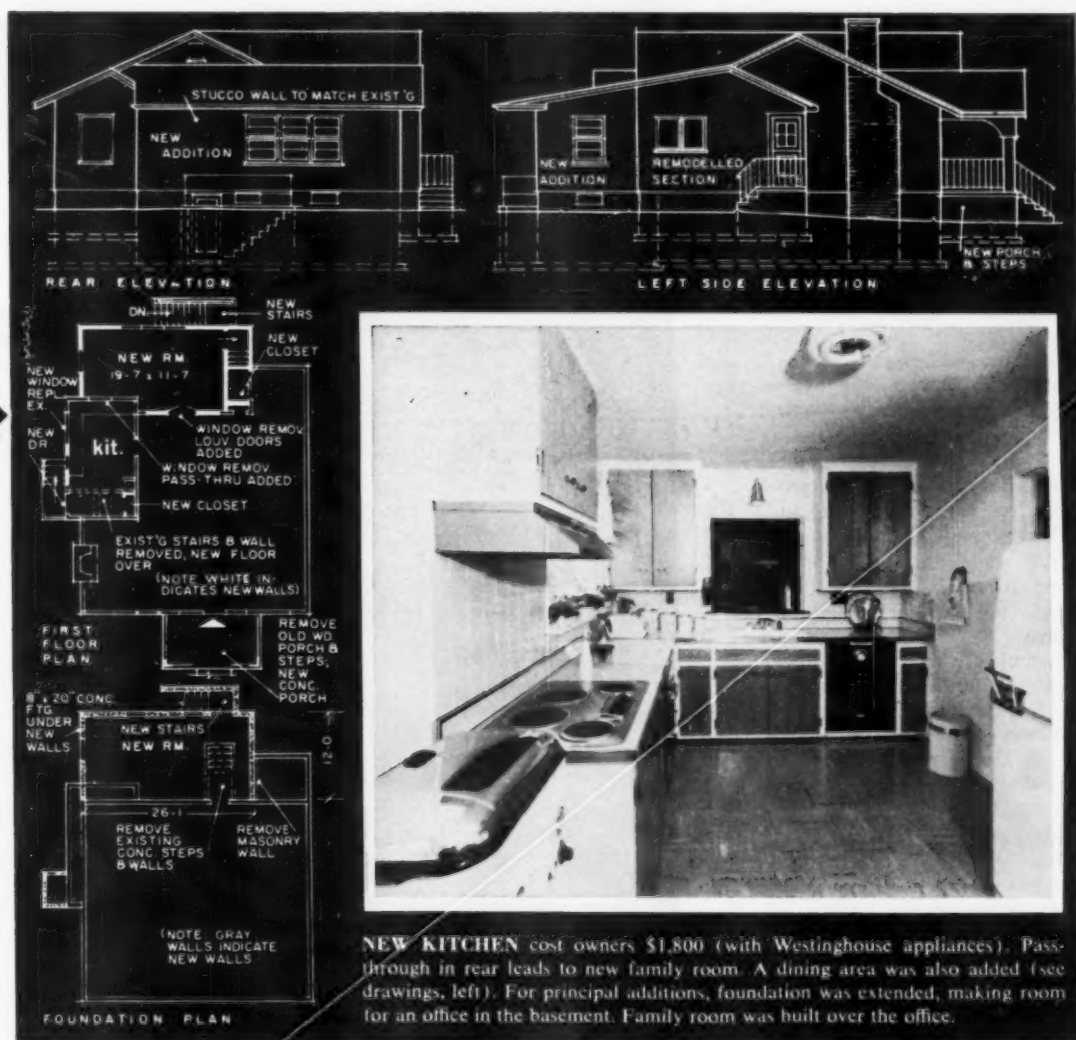


**REMODELING COST** of front alone was \$800—including new steps, railing and foundation for porch. (Old foundation was settling.) Here, Hayman (center) discusses job with editor Joe Ferche (left), Bob De Sutter, of St. Louis HBA.



... medium-priced tracts and custom-built luxury homes

time—keeps his crew busy all year 'round



## They're full-time home builders



Builder Wenneker (left)  
and Remodeler Bogard

### Home builders formed a separate firm to handle their remodeling jobs

Two years ago, Burt Wenneker & Co., St. Louis home builders, took out a franchise for a new attic dormer system. They received so many calls for the new dormers that they soon had to organize a separate firm—B and W Builders, Inc.—to handle them.

"With this new dormer," says Dan Bogard, president and general manager of B and W, "we're working a vast, practically untapped source of remodeling jobs—the thousands of low-cost G.I. homes built shortly after World War II. The units provide the first economical means of expanding these small, low-ridged homes, which most families outgrow within five years of moving in."

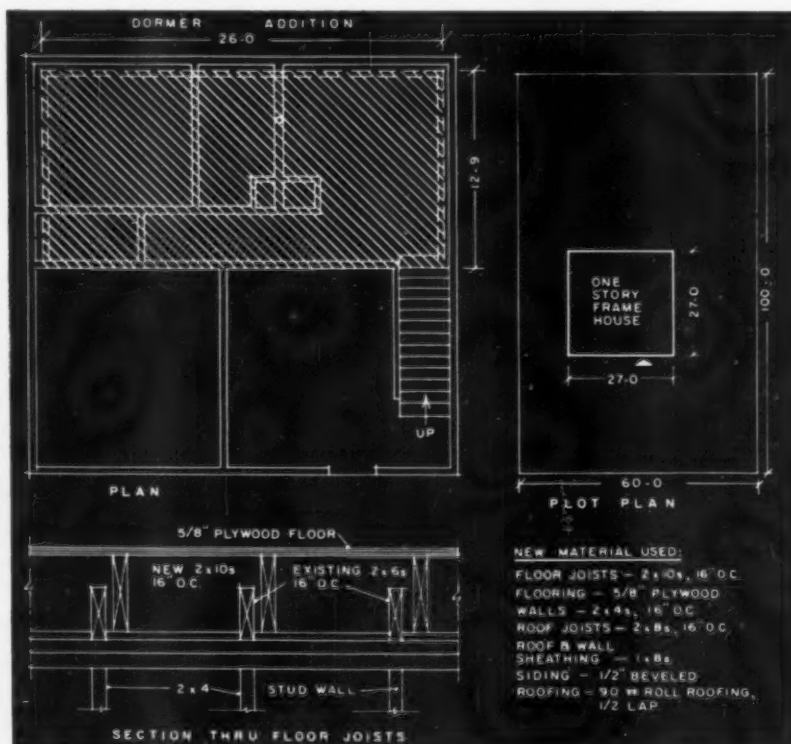
The company uses a patented dormer which they make under license from Goodwill Builders, Detroit. It's called the "Fairway Dormer." (If you'd like to obtain a franchise, write to Goodwill Builders, 10300 W. Fort, Detroit.)

In building a dormer, a hole is cut in the roof. (No eaves or gutters are disturbed by this operation.) Walls are then built up and a roof put over them (see drawings and photos, right).

This system is particularly helpful in remodeling low-pitched houses. It permits the addition of new rooms to the attic, regardless of the height of the ridge. Usually, the ridge becomes the base for a row of attractive clerestory windows, as shown above.

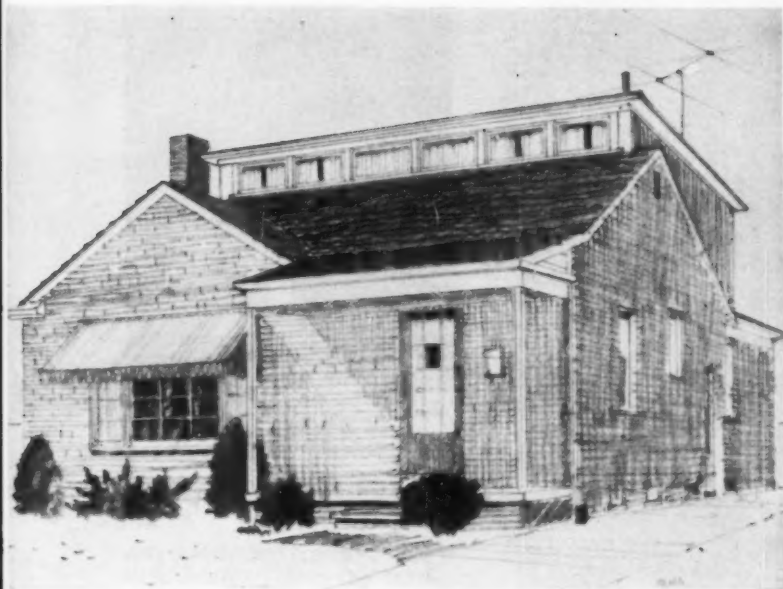


IF THIS HOUSE were like the story-and-a-half next door (at left), expanding into the attic would present no problem. The roof could be swung up on one side of the ridge. But on the house with the low ridge line, the whole roof would have to be raised. However . . .





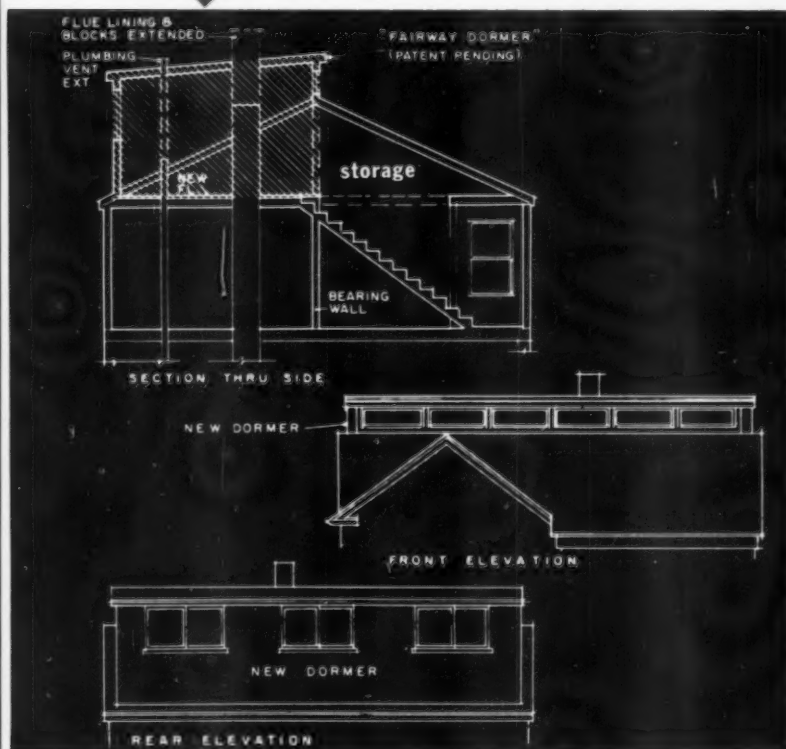
**...and full-time remodelers, too**



## WHAT

## HOW

**THE NEW "FAIRWAY DORMER" SYSTEM** overcomes that problem by "ignoring," or going above, the low ridge line. Ridge becomes base for clerestory bedroom windows, space under roof's front slope becomes a storage area.



### B and W ads appeal to owners of low-cost homes

**NEED MORE ROOMS?**

**TWO BEDROOMS**

ADDED TO THE B PRESENT  
OWNER LIVING AND EAT-  
ING AREA. NEW KITCHEN,  
BATHROOM CAN BE MADE ON  
FOR ONE OR TWO BEDS FOR THE  
HARVEST, NEED THE HILL.

**\$1695<sup>00</sup>**

\*Includes Kitchen from the Little-Apartment House Model

**NO  
MONEY  
DOWN**

**8 FIGURES TO PAY**

**YOUR  
ESTIMATOR**



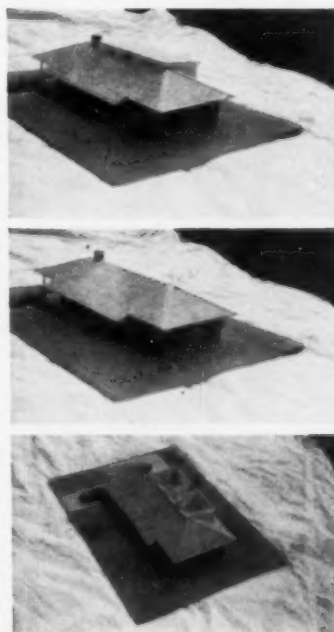
**B & W BUILDERS, INC.**

**10406 SAVANNAH**

**Wt. - DAVENPORT, Dailies, Evenings, and Sundays**

**NEWSPAPER AD** never fails to draw. Owners of small, low-cost homes are quick to spot the advantages of B and W's economical dormer system.

### Cut-away model helps convince prospects



**CUT-A-WAY MODEL** helps prospects visualize how the dormer would be added to their homes. B and W displayed model at a home show, found it a powerful merchandising device.

# They're full-time remodeling



Outside, no change ...



**He'll take  
any remodeling job ...**

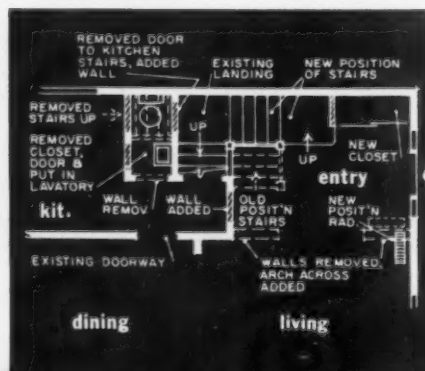


**... but kitchen was transformed, and ...**



**... bathroom change was even more dramatic**

**Moving the stairway modernized entry**



"I'll take my remodeling job, big or small," says George Lewitt, of Metropolitan Home Improvement Co., St. Louis, Mo. Here's why:

"Remodeling contractors rely on word-of-mouth advertising. So any small job can lead to bigger ones later on, either from the same customer, or from people referred to you by that customer. Besides, the small jobs keep your men going through slack periods, and can be subbed out whenever you get a big job (like the \$9,000 one shown at left).

"Incidentally," says Lewitt, "when remodeling an old house, don't try to 'jazz it up.' That's like dolling up a 90-year-old woman with a sack dress and lipstick. Two exceptions: the kitchen and the bath. There, the more modern the better." (See photos.)

## specialists



... he caters to the carriage trade

"The dollar volume you get in dealing with the above-average income bracket tops that of any other phase of the remodeling business," says Joe Safron, of Brinkman Construction Co., University City, Mo. "So I operate almost exclusively in that market."

How does the remodeler approach this lucrative field?

By building a sound reputation, says Safron. This reputation, he feels, should be based on: a knowledge of good design; use of quality materials; and good workmanship. "Remember," he says, "you're dealing with people who are successful in their own fields—they demand perfection."

In selling to the carriage trade, remember that it's quality and originality that count. A fast pitch will lose you many a customer, so concentrate on the "soft-sell" approach. Show the customer one or two of your recent jobs. He's very interested in the work you've done for other people in his income bracket—and above.

"And," concludes Safron, "the importance of good drawings (right) can't be over-emphasized. By showing the customer just how his remodeled home will look, they heighten his enthusiasm, help clinch many a deal."

JULY 1959

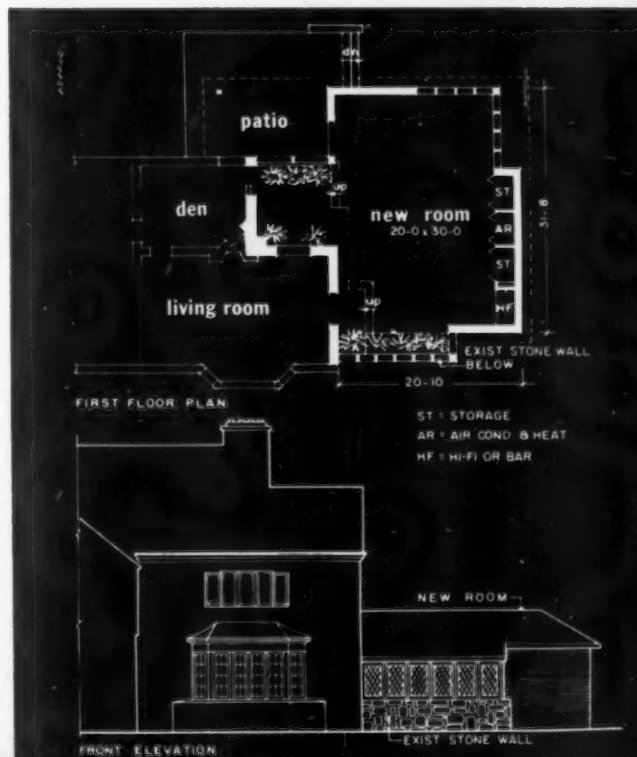


When you remodel houses like this ...



(This article was written in co-operation with the St. Louis MHA's Builders' Home Improvement Council, George Lewitt, Chairman.)

... sketches like this are invaluable



# Your remodeling is only as

**Much of California remodeler George Bertch's success is due to good business management. These forms show his principal steps in keeping track of jobs and costs**



1 Start each job with a contract that's complete and unmistakably clear

At top is George Bertch's standard contract form. It includes price of the job, how payments shall be made, and, on the back, the necessary protective paragraphs. Scope of the work is in the letter below, which is referred to in the contract. Drawings were not considered necessary here; had they been, they'd have been referred to in the same way. Bertch's contract form has been adopted as the standard for his local home builders' association.

**george w bertch**  
contractor  
10170 Mission Street, San Francisco, California 94147  
PROPOSAL AND AGREEMENT  
for  
ALTERATION, ADDITION, REPAIR, ACCESSORY STRUCTURE  
Project No. **123456789**

**Mr. & Mrs. Robert Barton**  
**1200 Hertin Way**  
**San Marino, Calif.**

The undersigned agrees to furnish materials, work, accessories and repairs and to perform a technical professional service consisting of preparing these drawings on the project described in the following brief statement:

**ALTERATIONS TO LIVING ROOM**

The following brief statement is part of the contract:

**1. Remove French door and install 12'-0" x 6'-10" Arcadia 3-section steel door in south wall of living room - crystal glass - 2 x 4 screen.**

**2. Build false wall at east end of living room, plastered - 2 x 4 stud construction.**

**3. Remove fireplace to include marble facing, hearth, lowering of opening, top lighter and valve, 3 x 6 special detail mouldings.**

**4. Lower ceiling with 2 x 8 joists, full acoustic ceiling, sprayed.**

**5. Square 3 plastered arches.**

**6. Paint all walls and steel door in living room 3 coats - non-lead 3 coats - and paint hall 1 coat.**

Contractor agrees to complete work by or about **June 26, 1958** and to accept payment with 30% when ready for partial payment and 70% when ready for final payment.

Contractor agrees to complete work by or about **June 26, 1958** and to accept payment with 30% when ready for partial payment and 70% when ready for final payment.

Special Remarks: **While Bertch's standard contract form is used, it is not a substitute for a complete set of drawings.**

In sign of Altering Order and Mutual Assent, the proposed is read unless excepted in writing and has at other suitable acceptable agreement.

Accepted by Client: **George W. Bertch**  
Contractor

Accepted by Client: **Mr. & Mrs. Robert Barton**  
Client

Address: **1200 Hertin Way, San Marino, California**

**george w bertch**  
contractor  
10170 Mission Street, San Francisco, California 94147  
Project No. **123456789**

**Mr. & Mrs. Robert Barton**  
**1200 Hertin Way**  
**San Marino, California**

**SCOPE OF WORK OUTLINE**  
Alterations to Living Room  
for  
Mr. & Mrs. Robert Barton  
1200 Hertin Way  
San Marino, California

**1. Remove French door and install 12'-0" x 6'-10" Arcadia 3-section steel door in south wall of living room - crystal glass - 2 x 4 screen.**

**2. Build false wall at east end of living room, plastered - 2 x 4 stud construction.**

**3. Remove fireplace to include marble facing, hearth, lowering of opening, top lighter and valve, 3 x 6 special detail mouldings.**

**4. Lower ceiling with 2 x 8 joists, full acoustic ceiling, sprayed.**

**5. Square 3 plastered arches.**

**6. Paint all walls and steel door in living room 3 coats - non-lead 3 coats - and paint hall 1 coat.**



# good as your business control

## 2 Cost control means putting the whole job on paper . . .

Job Cost Recapitulation forms are the basis for Bertch's bidding. He fills them in as completely as possible on his first visit, although he may have to wait for some prices from his subs. When all items have been priced, Bertch adds his markup, comes up with a contract price. Actual costs can be listed to the right of estimated costs as the job proceeds. This lets the builder spot big variations, have them available for use in future bidding.

## 3 . . . and keeping track of every change that's made

Each change from work specified in the contract is recorded on this form, which must be signed by the customer. Note there is a date by which the customer must approve the change; this prevents the job from being held up. Bertch says this form forestalls charges that he's loaded the job up with extras, an important consideration when there are many changes (one of his jobs had 84 of them). Form is a "snap-out," makes several copies.

**george w bertch**  
contractor

**CHANGE ORDER**

Job: Robert Bertch  
Address: 1200 North Ave.  
City: San Antonio

This proposal for change from drawings or specifications is submitted at the request of \_\_\_\_\_ and when accepted by the Owner the \_\_\_\_\_ shall be in effect.

When Order form shall be completed, signed, or changed at the amount indicated.

One place glass in view of crystal

Cost	Est. Change
	\$50.00

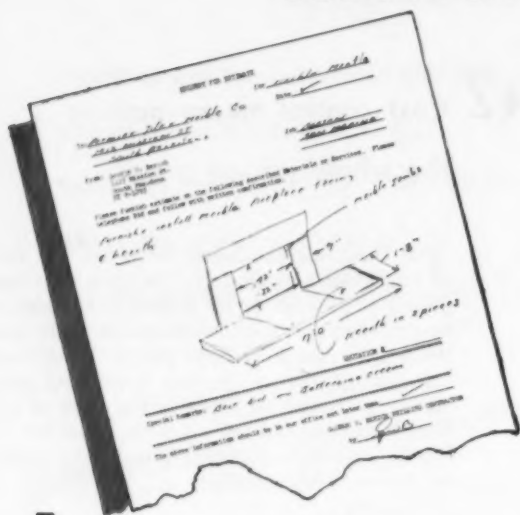
If no amount is indicated, billing price shall be at cost plus \_\_\_\_\_ % Contractor Fee.

Accepted: \_\_\_\_\_ Date: \_\_\_\_\_

Approved: \_\_\_\_\_ Date: \_\_\_\_\_

Sign & Return to Contractor

# Records take a few minutes,



- 5** When you order in a sub, be precise about the job you want him to do

When a job actually starts, subcontractors come in on the basis of the Outside Work Order form. The form is based on the original estimate, outlines just what is to be done, specifies completion date. Possible future arguments between the remodeler and the sub can be prevented right here. If the original Request for Estimate and the Outside Work Order are in exact agreement, there can be no question about the price or scope of the job.



- 4** Subs need the complete story before they can give you an accurate estimate

Request for subcontractors' bids are made on this form. Since Bertch is responsible for all his subs' costs on a job, he makes sure that the information on which the estimate will be based is complete. Here a sketch was adequate; in other cases a verbal description or complete drawings might be used. Filling out this form makes the remodeler go over the subcontracted work carefully, cuts his chances of forgetting something.



- 6** Be just as accurate with your own shop as you are with your subs

Bertch uses the same care in specifying and ordering work from his own shop as he does in ordering from outside. While he's not worried about getting into a contract dispute with his own organization, he knows that an inaccurate or inadequate order to his own shop can mean mistakes, and work that must be done over; and the cost would come out of his own pocket. Like the Change Order and Outside Work Order, this is a "snap out" form.

# but they can save many hours

**7** Be extra careful in keeping track of the cost-plus items on a job

Work that is done on a cost-plus basis needs particularly careful control. The customer has the right to see and question every item in the job; consequently the remodeler must record all costs explicitly and accurately. Bertch lists all costs of the job (top), wherever possible works from a Standard Equipment Charge sheet (second from the top), and records what equipment was used on the job and for how long (third from the top).

**8** And finally, keep a summary record that includes all your final billing

The customer's final bill is made up on this form. It includes the original contract price, plus all the extras (for which the Change Order sheets are attached) and allowances which occurred during the course of the job. This form provides a quick way to check back on completed work; together with the completed Job Cost Recapitulation forms, it gives a record of the itemized estimates, costs, billings and profits for every job.

## Here's how you can get a set of these cost-control forms

The business forms that remodeler George Bertch uses may be useful to you, either in their present form or adapted to your own particular needs. Mr. Bertch has given us permis-

sion to make them available to any builder who wants them. If you would like a set, write to: Remodeling Editor, AMERICAN BUILDER, 30 Church Street, New York 7, N. Y.

**AMERICAN HOME IMPROVEMENT CO.**  
*Remodeling Specialists*  
**COMPLETE HOME IMPROVEMENT SERVICE**

- ROOFING & SIDING
- ADDITIONS
- FLOOR & WALL TILE
- ALTERATIONS
- BRICK WORK
- CEMENT WORK
- CHAIN LINK FENCE

**LA wrence 6-1000**  
 2511 BLADENBURG RD. N.E. - WASHINGTON, D.C.

**REPAIRS OUR SPECIALTY**  
 FREE ESTIMATES  
 NO DOWN PAYMENT

**FULLY INSURED**

- JALOUSIES
- PORCH ENCLOSURES
- RECREATION ROOMS
- ATTICS FINISHED
- KITCHENS MODERNIZED
- GARAGES
- STORM WINDOWS
- SCREENING

This 4x5" ad costs \$116 a month, is one of two that doubled remodeler's calls.

**AMERICAN HOME IMPROVEMENT CO.**  
 REMODELING SPECIALISTS  
**ROOFING & SIDING**  
**KITCHENS MODERNIZED**  
**PORCHES ENCLOSED**  
 Jalousies - Awnings  
 Recreation Rooms  
 Storm Windows - Screens  
 Garages Built  
 Free Estimates - Fully Insured  
 LA wrence 6-1000

This 2x1 1/2" in-column listing costs \$18 a month, augments ad, left, in separate category.

## YELLOW PAGES:

# A low-cost way to attract



Dollar for dollar, the classified pages of the telephone directory provide one of the cheapest yet most effective ways to advertise your remodeling work. Here's why: 1) practically every home has a phone and, therefore, a directory; 2) the directory is a permanent, year-round reference, and one which most people keep handy; 3) it's one of the first information sources consulted by home owners in search of remodeling help. This is especially true of newcomers to town, but even long-term residents and store-keepers need the yellow pages when seeking remodeling service for the first time. Then, of course, there are those people who need emergency repair work. Finally, 4) the cost of advertising in the yellow pages compares favorably with that of other local media.

If these reasons aren't enough for you to look into the yellow pages, here's how Raymond B. Small Jr. of Winnetka, Ill., uses the medium to bring in enough remodeling work to keep him busy throughout the year. Small spends \$28 a month to advertise in the phone book. He uses only the Winnetka directory, which is also distributed in two other adjacent and prosperous Chicago suburbs. For his \$28 Small gets:

- One half-column under "Contractors—General" listing (see illustration above, right) .....\$21.00
- One-inch in-column listing under "Screens—Windows, Doors, etc." ..... 5.00
- Regular type listing under "Cabinet Makers" ..... .75



**REMODELING**

GENERAL CONTRACTOR FOR  
RESIDENTIAL CONSTRUCTION

*Quality in design and  
Workmanship combined with  
good customer service is the  
Motto of my business and  
Basis of your satisfaction*

ROOM ADDITIONS, KITCHENS  
CUSTOM CABINETS, PORCH  
ENCLOSURES, GARAGES  
RECREATION ROOMS  
GENERAL REPAIRS

**R. B. SMALL, JR.**

**HI 6-6661**

510 MEADOW RD.  
WINNETKA, ILLINOIS

**This 4x2" display ad  
costs \$21 a month in  
Winnetka, Ill., direc-  
tory, has brought in  
jobs for over \$10,000.**

## remodeling customers

- Regular type listing under "Radiator Covers" ..... .75  
(plus one extra line reading: "Custom Designed Cabinets &  
Radiator Covers" ..... .50
- One free listing under "Carpenters" ..... 0.00

Small has found that home owners who refer to the yellow pages are seriously looking for a specific type of help. "They're really interested in getting some remodeling work done," he says. But Small also realizes that, when they turn to the section he advertises in, he's competing with dozens, sometimes hundreds, of other builders and contractors. To catch the prospect's eye, therefore, his display ad carries as much information as possible without crowding the space. His name, phone number and address are printed in big, clear type. In the remaining space he lists the other work he offers, which includes: "room additions, kitchens, custom cabinets, porch enclosures, garages, recreation rooms, general repairs."

And note the copy in Small's half-column ad. Besides listing the various kinds of work he does, Small devotes a third of his space to "selling" his ability, as follows: "Quality in design and workmanship combined with good customer service is the motto of my business and the basis of your satisfaction."

Although Small's main aim is to keep business coming in steadily, he has occasionally hit a bonanza. "I've had jobs for more than \$10,000 come in from my ads in the classified phone book," he says.

(Continued on page 234)

### Remodeling aids. More than 55 "what-how" catalogs...

• **MORE LIVABILITY**... with hardwood plywood. "How to Make a Small Home Larger" spotlights details in a remodeling expansion job. Hardwood Plywood Institute. (No. Y1, p. 134)

• **ECONOMICAL PARTITIONING** explained with photos and detail drawings. This 16-page brochure presents a modified dry-wall construction system. Bestwall Gypsum Co. (No. Y2, p. 134)

• **ADDING A FIREPLACE?** All the design ideas, different models, how-to installation drawings you can use. In brochures and catalog from Majestic. (No. Y3, p. 134)

• **FUNCTIONAL WALLS** for remodeling. Bulletin details the Panelok Wall System. Steel splines between panels take fixtures to hold cabinets, shelving, etc. From Masonite. (No. Y4, p. 134)

• **HOW, WHAT, WHERE** to insulate. Six pages of detailed information designed to show you and your remodeling customer the advantages of insulation. Philip Carey. (No. Y5, p. 134)

• **MODERN WIRING** to update the older home, help sell the new house. Remote control wiring systems diagrammed, photoed and explained. A 16-page General Electric catalog. (No. Y6, p. 134)

• **HOME IMPROVEMENT LEADS** for contractors... offered with help of Yenkin-Majestic Paint. Firm will send details on a low-cost mail program to prospects. (No. Y7, p. 134)

• **EASILY INSTALLED**... a packaged baseboard heater that fits either new or existing construction. Catalogs give installation diagrams, floor plans, specs. From R&M Hunter. (No. Y8, p. 134)

(Catalogs continue on page 176)



PROBLEM 1

**An exterior that's out of proportion, out of repair, and homely.**

This problem house shows . . .

## What it takes to be a

**You may never be called on to handle a modernizing job as tough as this. But there are lots of ideas here that can help you tackle your own problems.**

The house shown above represents a big remodeling headache; so big, in fact, that many builders would prefer to tear the house down and start over. But to U. S. Gypsum Co. it offered an opportunity to prove what today's methods can do for an old house. They named it their "Home Improvement Research House," modernized it from ridge to slab, showed what remodeling can do when it's backed by intelligence and skill.

There are dozens of modernizing ideas here, and there's a lesson too: there's no limit to the remodeling possibilities in a structurally sound house.

Other manufacturers co-operated with U. S. Gypsum in supplying products for the Home Improvement Research House: Curtis Co., Inc.; Ekco Products Co.; Continental Manufacturing Co.; Easy Laundry Appliances; Pittsburgh Plate Glass Co.; Revco, Inc.; Allied Radio Co.; Heywood-Wakefield; Congoleum-Nairn; Columbia Bedding Co.; Kennatrack Corp.; In-Sink-Erator Mfg. Co.; E. L. Bruce Co.; Rolscreen Co.; California Redwood Assn.; Tappan Co.; Admiral Corp.; Consider H. Willett, Inc.; All Steel Equipment Co.; and Cabin Craft Rug Mills.

## . . . can you solve



All photos of Problem House: Hedrich-Blessing—Chicago



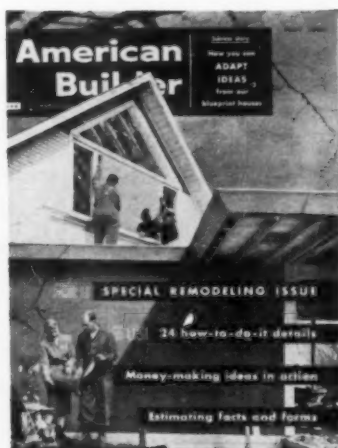
**PROBLEM 2**

**A dirty, undersized garage.**



**PROBLEM 3**

**An unfinished, wasted attic.**



**COVER PHOTO** shows the problem halfway solved. Men are installing glass in the new gable window.



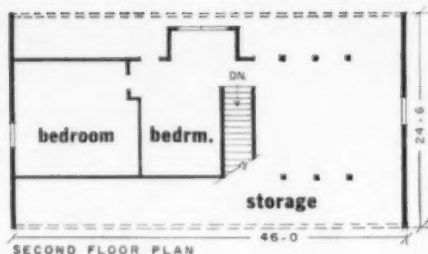
**PROBLEM 4**

**An antiquated, undersized kitchen.**

**these problems? Test yourself. ►**



**BEFORE:** the structure is old, but a lot of it can be saved.



### Test your remodeling know-how:

## Would you know where to start ... and

The art of remodeling includes knowing what to leave alone as well as what to change. The Home Improvement Research House is a good example.

The exterior skin of the house was sound; had it not been, rebuilding would have been cheaper than remodeling. But the siding was badly weathered, except at the top, where the roof overhang protected it. And the 11-ft. exterior walls looked ungainly by today's standards.

Architect Eugene Voita, who handled the job for U. S. Gypsum, took care of both these problems at the same time. He ran new siding far enough up the wall to cover the weathered part of the old siding, stopped it low enough to completely alter the looks of the house. And to accentuate the new low wall line, the new siding was painted white, the old siding above it painted a dark color to render it less noticeable.

Leaving an outer structure intact has advantages beyond mere replacement cost. The house is always closed in. Inside work—the biggest part of the job—can proceed uninterrupted; outside work can be done as weather permits.

WHAT



### A new layer of siding goes on ...

**OLD SIDING** was unattractive but sound. Ripping it off would have been expensive and useless. So new wide horizontal siding was carried 8 ft. up the wall, old siding was refinished and left above that point.





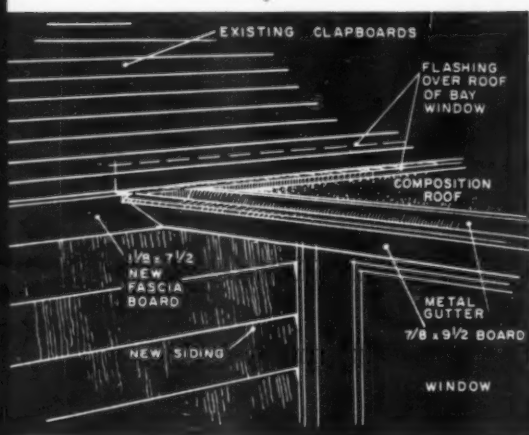
**AFTER:** basically the same structure, but it looks like a new house.

**BACK OF THE HOUSE** has been changed from an almost-blank wall to this handsome rear elevation. This was a wasted southern exposure before remodeling. Architect Eugene Voita cut these big windows through

the wall, opened principal living areas out through them. Notice the difference made by carrying the new siding only part way up the wall. The house is lowered and lengthened, the high wall no longer noticeable.

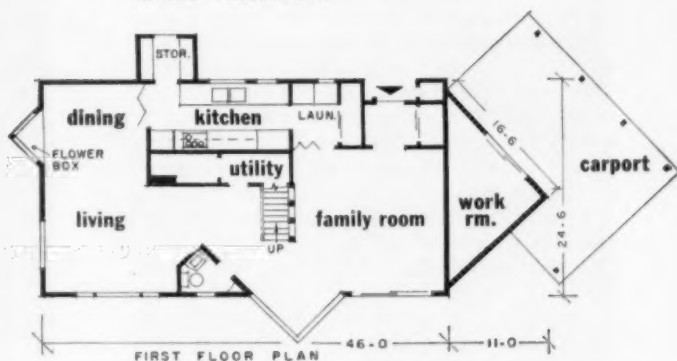
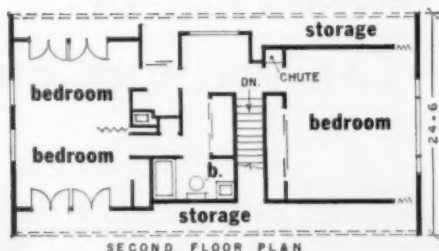
## where to stop?

HOW



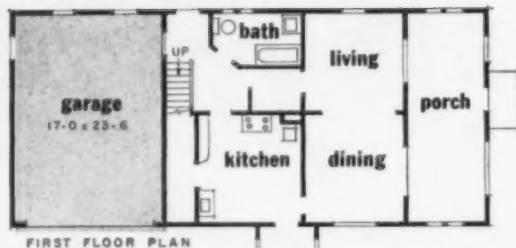
... right over the old.

**DETAIL SHOWS** how the barge board divides the old siding from the new. When it reaches the added projection, right, it is angled away from the house, becomes outer face of the gutter. Gutter is lined with sheet metal.



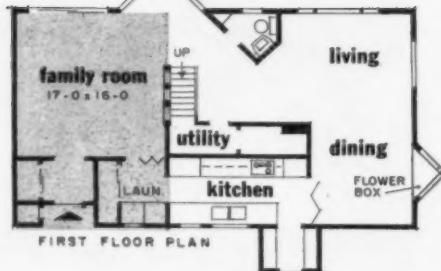
The big changes are inside the house.

**NEW FLOOR PLAN** is as modern as the old one is obsolete. Old porch on the right has been taken off, a new carport and utility room have been added on the left. However, the basic structure has been left unchanged.



FIRST FLOOR PLAN

BEFORE



FIRST FLOOR PLAN

AFTER



### A garage can become a living center.

**ORIGINAL GARAGE** took up too much valuable living space. The new plan turns it into a family room, a front entry, and a laundry off the kitchen. Wall between family room and the rest of the house was removed.

### Out of a mess like this . . .

**THIS GARAGE** typifies what the remodeler has to start with when modernizing an old house. The problem is twofold: how to make it an attractive, useful part of the house, and at a price the customer can afford.

### . . . you have to visualize this.

**SOLUTION** to the garage problem: make it a family room. Only structural change involves the back wall, shown both here and in the photo at left. Sliding glass door has been cut through and a triangular bay added.

**Test your remodeling know-how:**

**Can you turn on your imagination . . .**

One of the worst problems in U.S. Gypsum's research house was the garage. It was ugly on the outside, and dirty on the inside.

The unimaginative solution would have been to clean it up, give it a ceiling, and paint it. This would have improved its looks, but it would still be a garage. And even worse, it would be a garage sitting smack in the middle of the main structure, taking up more high-cost space than any garage deserves.

The solution shown here eliminated not just the garage problem, but a space problem too. The original first-floor living area was much too small. Family living space was particularly needed. The logical answer: turn the garage into a family room, give the family car a low-cost shelter (right).

Other benefits from this change: a new front door and entry were built where the garage doors had been; space was provided for a laundry; and glass doors opened the new family room onto a new outdoor living area.





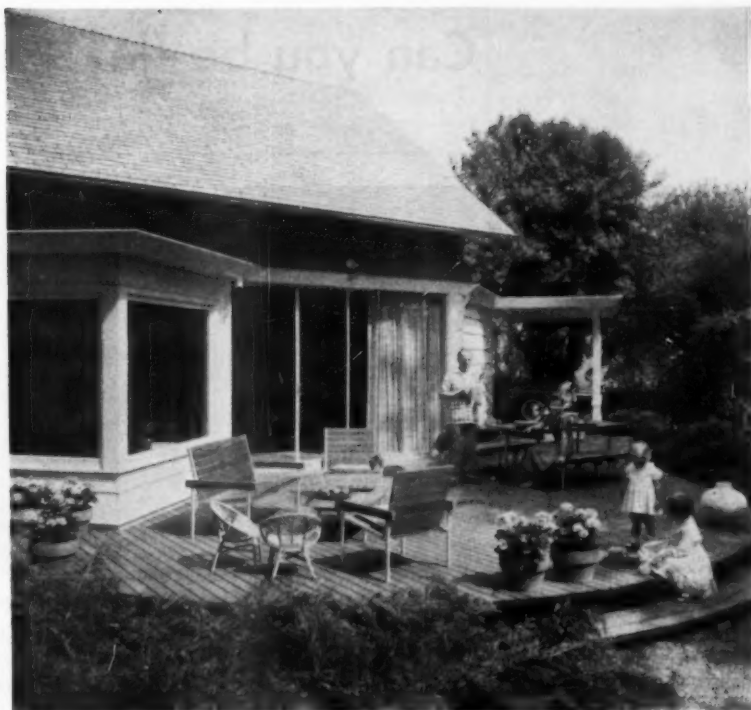
like this?

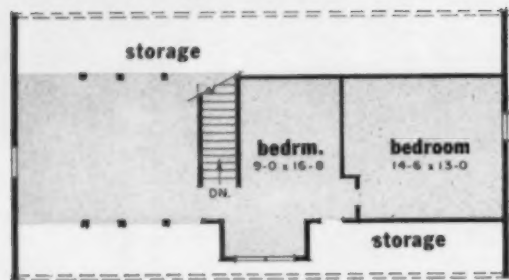
◀ Here's the car's  
new home

**LESS EXPENSIVE CARPORT** replaces the old garage. Lot requirements dictated the angled placement, making possible a triangular workshop area between right wall of the carport and end wall of the house.

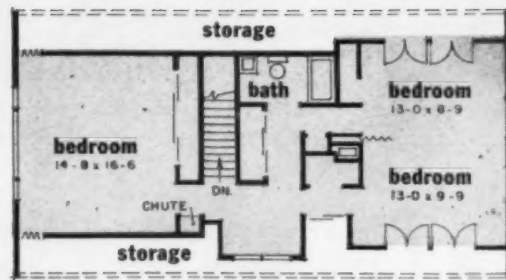
**Wood deck makes a  
center for outdoors.**

**OUTDOOR LIVING AREA** is beyond family room on the south side of the house. Circular deck is made of redwood 2x4's. It's built up in sections, designed so it can be taken apart if repairs are necessary.





BEFORE



AFTER



PROBLEM 3

### Use all the space you can in the attic.

**ORIGINAL ATTIC** had makeshift bedroom at one end, nothing at the other end. Remodeling included widening from 13' to 16'6" in master bedroom, and to 18' at opposite end. Attic now has three bedrooms and a bath.

### In place of a dingy catch-all like this . . .

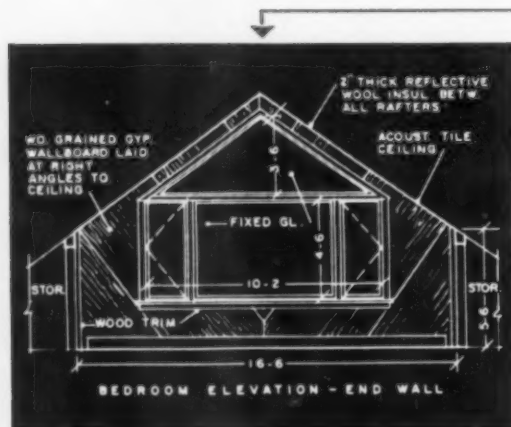
**THIS IS WHAT** the original attic looked like. Modernizing included moving out both knee walls, shown above, removing the collar beams entirely, and opening up the gable end into a large window area.

### . . . you can have a bedroom like this

**HERE'S THE NEW "ATTIC."** Greater width and the cathedral ceiling create a feeling of enormous space. Big windows make the room as bright as any in the house. Door at right leads to under-eave storage area.

## Test your remodeling know-how:

# Can you be flexible with standard



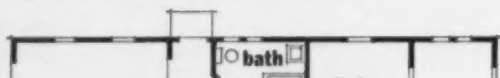
### Here's where the new materials went

**THIS ELEVATION** of the gable end in the master bedroom shows materials used in remodeling the attic. Although ceiling is only 5'6" high at the walls, there's no headroom problem, as shown in photos at right.



### Insulation means heating comfort

**FIRST STEPS** in rebuilding the attic are shown here. The old knee wall is gone, new one is framed in closer to eaves. Insulation being installed has reflective skin, important when there's no attic ventilating space.



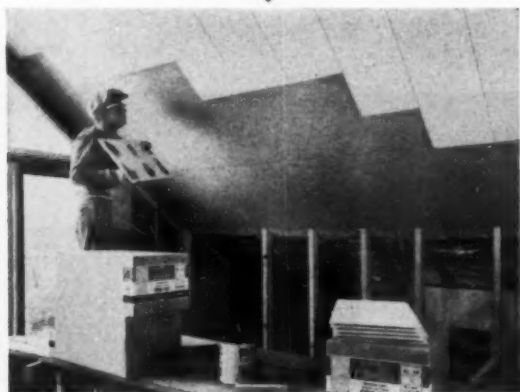




## building materials?

WHAT

HOW



### Acoustic tile means noise control

**CEILING IS APPLIED** over insulation batts. Gypsum backing board has been nailed to underside of the rafters. Finished ceiling of acoustical tile is put on over the backing board, fastened with adhesive.

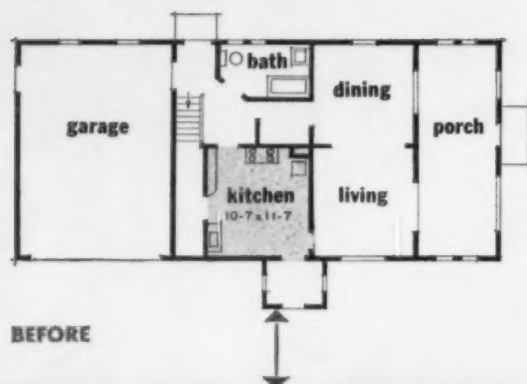


### Hardwood paneling means good looks

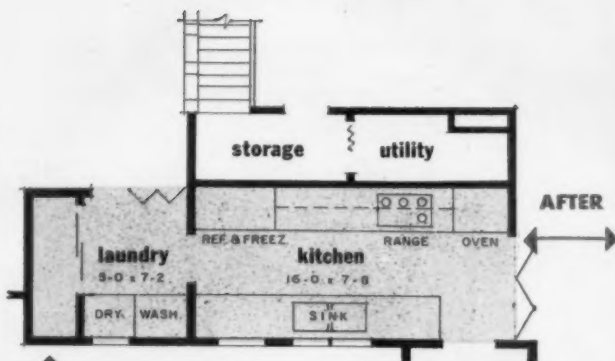
**FINAL STEP** in finished wall on gable end. Material shown looks like wood paneling, is actually gypsum wall-board with photographically reproduced wood-grain finish. Colored nails are used so nailheads won't show.

JULY 1959

Continued ►



BEFORE



AFTER

### From a box to a workable kitchen plan

Kitchen area was inadequate with no wall or work space, and a bad traffic pattern. New kitchen is a true utility area which carries no traffic. New laundry at left was carved out of part of the old garage.

### The old kitchen was a nightmare . . .

Original kitchen was cramped, dingy, almost impossible to work in. There were no cabinets; old fashioned pantry at left was the only storage provided. Room was also used for part-time dining, and as furnace room.

### . . . the new one's a housewife's dream

New kitchen would do credit to the most modern new home. It is of the pullman type, long and narrow, offering the largest amount of cabinet and counter space for its area. Door at the far end opens into dining area.

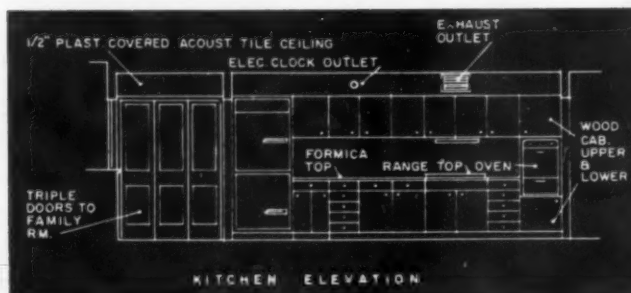
## Test your remodeling know-how

# Could you "Go Hollywood" with a thirty-year old kitchen?

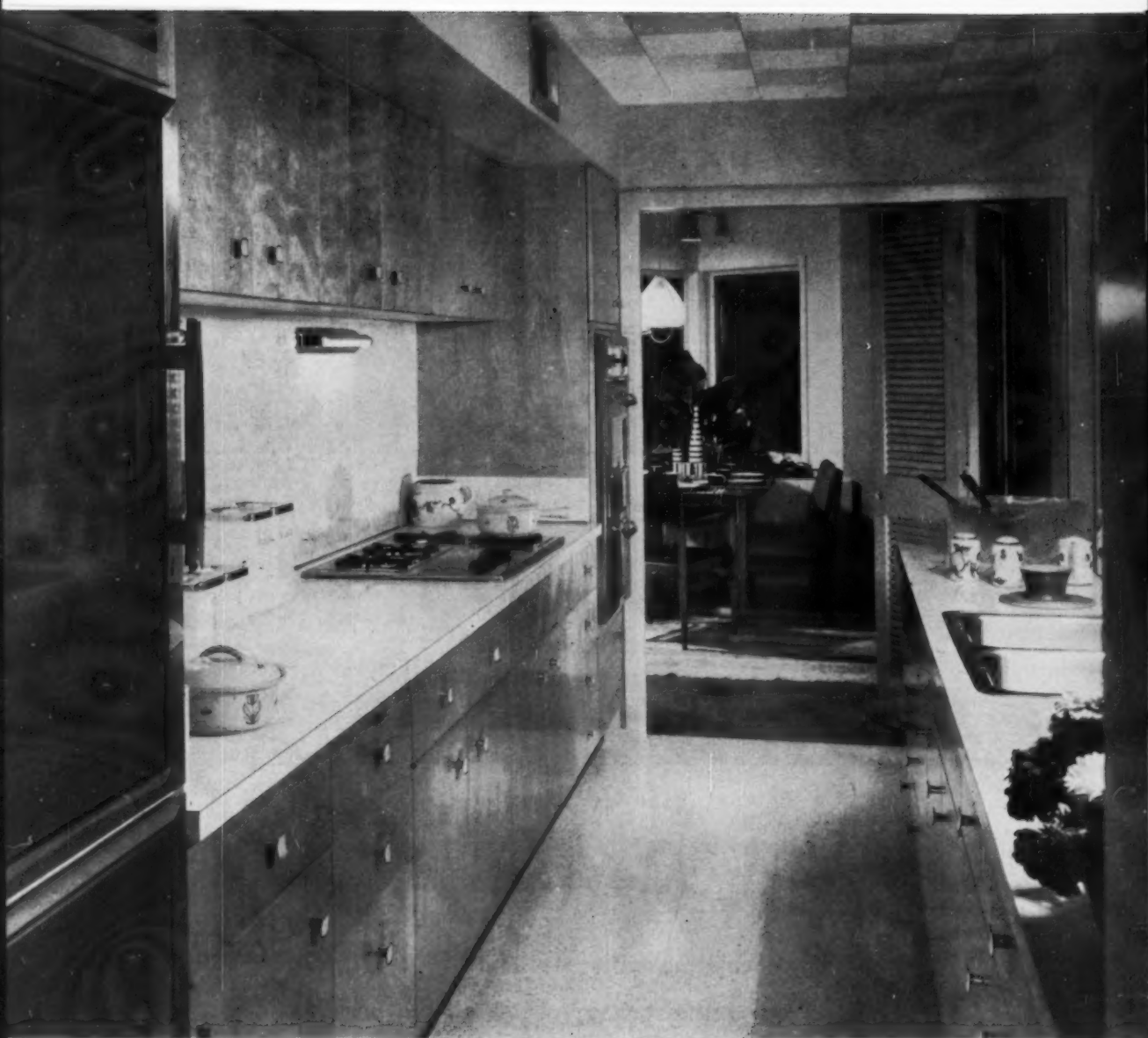
The last remodeling problem dealt with in the U.S.G. research house is, according to AMERICAN BUILDER's surveys, the most important—the kitchen.

The kitchen is the most remodeled part of today's older house. It's the area where the most money is spent—logical, since kitchen products and appliances have changed drastically over the past ten years. And, as these pictures show, the kitchen is where remodeling can show the most spectacular results.

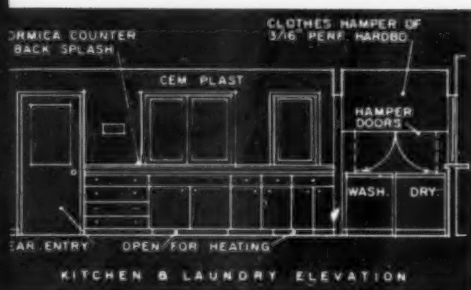
All products and materials used in remodeling this house are available throughout the country. For more detailed information, write to: United States Gypsum Co., 300 West Adams Street, Chicago 6, Ill.



ELEVATIONS of the new kitchen show the large amount of cabinet storage. Layout has "triangular" pattern, with refrigerator-freezer at one end, range and oven at the other, sink right between them, across the aisle.



WHAT      HOW



**NEW DINING AREA** is between kitchen and living room. Pipe column at left serves both to hold the divider, and to support ceiling framing above it.





**GOOD CONTEMPORARY DESIGN**, offered at reasonable cost, will find a ready market in almost any part of the

## Most builders look at a

**THEY SAY:** speculating with anything besides tried and true traditional is the quickest way to commit business suicide







Photos: Guy Burgess—Denver

country. Mannon Associates of Littleton, Colo., had no trouble selling this handsome model for \$27,000, including land.

## house like this and say "No"

**BUT THEY OVERLOOK:** a small but active group of buyers who want good contemporary when it's competitively priced

**T**he idea of building this house would scare most builders to death. The legend of the high cost and unsalability of contemporary design is seldom questioned, and every builder has his own pet story about "the modern down the block that was built two years ago and isn't sold yet."

Clyde Mannon, president of Mannon Associates of Littleton, Colo., doesn't think much of this legend. His reason is simple: he has just finished a 125-house project of contemporaries, is starting one of 200 more. He plans about 30 for this year.

"Granted, the market for contemporary design is limited," says Mannon. "But it's there, and it's a good market if you know how to handle it."

One answer has been to specialize. "We build nothing but contemporary," he says, "and we've

reached the point where, when someone in the area wants a modern house, they come to us.

"Here's another important point. We build largely on a custom basis, and never build two houses alike. Generally we have three or four spec jobs going, and we use them as models. But the bulk of our work is done on contract."

This month's blueprint house should also dispel the notion, held by many builders, that contemporary design has to be expensive. It sold for \$23,500 (the land was another \$3,500) including a full set of appliances—oven, range, washer, and dryer, dishwasher, garbage disposer, and refrigerator-freezer—as well as the superb landscaping job shown in the picture above.

Architect Bruce Sutherland designed this house.

**This kind of livability is what sells contemporary** ▶



**RELATIONSHIP TO OUTDOORS** is especially important in a contemporary house. Says Builder Mannon: "Outdoor living is a big thing in our part of the country. Sometimes we build as many as five patios on one house." This wood-deck patio is in the rear of the house.

**It's livability like this  
that sells the buyer**

AMERICAN BUILDER  
BLUEPRINT  
HOUSE  
NO. 265



**P**rospective buyers, says Clyde Mannon, are either wildly enthusiastic about contemporary design, or want nothing to do with it. There's no middle way.

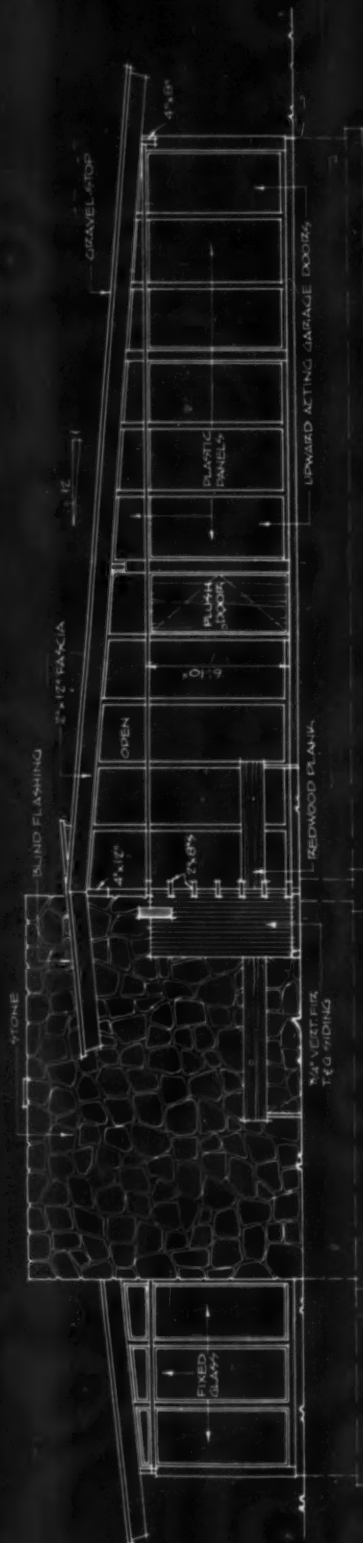
"For those who really like it," he says, "it's often the livability that makes the difference. People love the open planning, and the spacious feeling it gives."

This Blueprint House is a good example. Its open layout, its big glass areas, and its spacious patios make it "feel" much bigger than its 1,500 square feet.

◀ **OPEN PLANNING** is important to buyers of modern design. Here, the kitchen, the family room, and the patio all open into one big, informal living area.

AMERICAN BUILDER



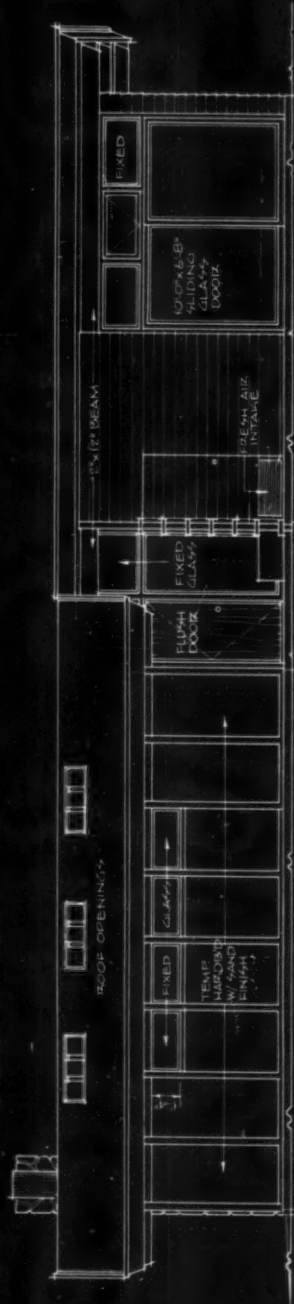
FRONT ELEVATION SCALE  $1/8"=1'-0"$ 

## REAR ELEVATION $\frac{1}{4}$ SCALE $\frac{1}{8}" = 1'-0"$

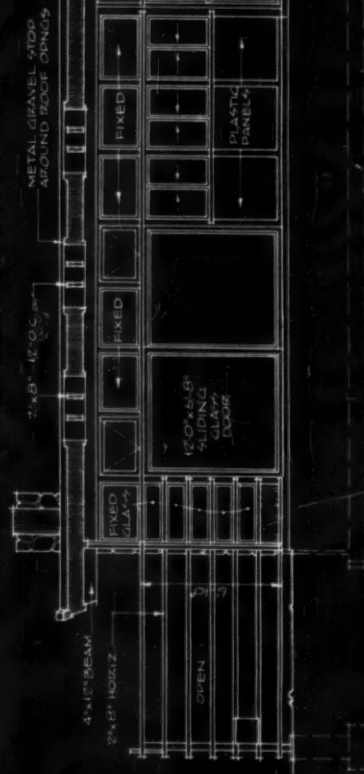




LEFT SIDE ELEVATION SCALE 1/8" = 1'-0"



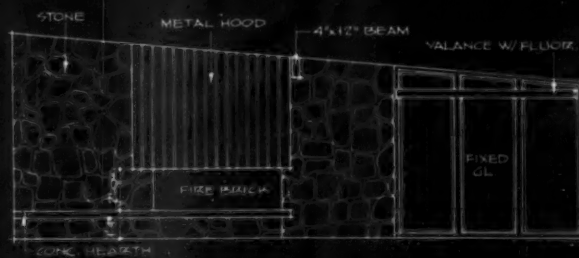
RIGHT SIDE ELEVATION SCALE 1/8" = 1'-0"



ELEVATION AT ENTRANCE SCALE 1/8" = 1'-0"

SECTION A-A SCALE 1/8" = 1'-0"









# American Builder's blueprint list of materials

## AMERICAN BUILDER HOUSE No. 265

FIRST FLOOR ONLY	1,450 sq. ft.
GARAGE ONLY	315 sq. ft.
TERRACE ONLY	855 sq. ft.

### —EARTH EXCAVATION & GRADING—

Topsoil 6" Grade Exc. & Fill	6,060 sq. ft.
Earth—Hand Footing Exc. & B'fill	405 cu. ft.
Earth Foundation Exc. & B'fill	2,340 cu. ft.
Gravel 6" Floor Sub-Fill	2,635 sq. ft.

### —CONCRETE CONSTRUCTION & FINISH—

2500# Conc. Chimney & Wall Footings	230 cu. ft.
2500# Conc. Chimney & Wall Footing Forms	345 sq. ft.
2500# Conc. Foundation Walls	480 cu. ft.
2500# Conc. Foundation Wall Forms	1,555 sq. ft.
2500# Conc. 4" Floor Slab O.G.	1,985 sq. ft.
2500# Conc. 4" Plott. & Terrace Slab O.G.	750 sq. ft.
2500# Conc. 4" Fireplace Hearth & Forms	35 sq. ft.
2500# Conc. Chimney Base	15 cu. ft.
2500# Conc. Floor Haunch	80 cu. ft.
2500# Conc. Post Footings	5 cu. ft.
Monolithic Floor Finish	530 sq. ft.
Monolithic Terrace MKD Finish	740 sq. ft.
Monolithic Terrace Platform Float Finish	115 sq. ft.
Kraft Paper Floor Protect. & Corp.	2,670 sq. ft.
Sheet Plastic Floor Vapor Barrier	2,565 sq. ft.
Carb. & Groul Exposed Conc. Rubbing	260 sq. ft.
Rigid Fiber 2x12" Perimeter Insulation	160 lin. ft.
Rigid Fiber 1x8" Perimeter Insulation	160 lin. ft.
Screed Floor Finish	1,220 sq. ft.

### —BRICK & STONE CONSTRUCTION & VENEER—

Loc. Stone 8" Ext.-Int. Wall F.2	90 sq. ft.
Loc. Stone 4" Ext. Wall Facing	280 sq. ft.
Loc. Stone 4" Hearth Facing	15 sq. ft.
Com. Brick 4" Ext. Wall Backing	225 sq. ft.
Fine Brick 4" Fireplace Lining	25 sq. ft.
Bluestone 1" Floor Paving	85 sq. ft.
Acid & Mortar Exposed Stone Clean & Point	475 sq. ft.

### —LUMBER FRAMING & CONSTRUCTION—

4x12" Fir D35 Ceiling Beam	15 lin. ft.
4x12" Fir D15 Roof Beam	80 lin. ft.
4x8" Fir D15 Roof Beam	120 lin. ft.
4x8" Fir D35 Wall Posts	15 lin. ft.
4x6" Fir D45 Wall Posts	230 lin. ft.
4x4" Fir D45 Girder Posts	10 lin. ft.
4x4" Fir D45 Window Mullion	25 lin. ft.
4x4" Fir D45 Door Mullion	10 lin. ft.
2-3x6" Fir D35 Wall Posts	10 lin. ft.
2x8" Fir D45 Yard Screen	65 lin. ft.
4x4" Fir Wall Posts	10 lin. ft.
2x8" Fir 16" o.c. Roof Joists	2,365 lin. ft.
2x8" Fir Joist Blocking	105 lin. ft.
2-2x6" Fir Wall Plates	20 lin. ft.
2x6" Fir Wall Sills	20 lin. ft.
2x6" Fir 16" o.c. Int. Part. Studs	65 lin. ft.
2-2x4" Fir Wall Plates	405 lin. ft.
2x4" Fir Wall Plates	20 lin. ft.
2x4" Fir Wall Sills	405 lin. ft.
2x4" Fir 16" o.c. Wall Studs	640 lin. ft.
2x4" Fir 16" o.c. Int. Part. Studs	815 lin. ft.
2-2x3" Fir Wall Plates	45 lin. ft.
2x3" Fir Wall Sills	120 lin. ft.
2x3" Fir 16" o.c. Int. Part. Studs	120 lin. ft.
2x2" Fir Wall Panel Bracing	210 lin. ft.
3/4x6" Fir T&G Roof Lining	3,055 sq. ft.
3/4x6" Fir T&G Wall Lining	490 sq. ft.

3/4" Plywood Floor Underlayer	1,220 sq. ft.
Fiberglas 4" Ceiling Insulation	1,445 sq. ft.
Fiberglas Batt. 2" Wall Batt Insulation	470 sq. ft.
Composition Roof Covering	3,050 sq. ft.
15# Composition Wall Insulation	490 sq. ft.

### —METAL SHEET WORK—

Copper 18" Chimney Cap Flashing	20 lin. ft.
Copper 6" Dome Flashing	35 lin. ft.
Copper 18"-d. Flue Flashing	1 unit
26-ga. Galv. Ir. 12" Gravel Stop	320 lin. ft.
Plastic 2x2" Sky Domes & Acc.	4 units
Metal 7/8x2 1/4 Fireplace Hood & Acc.	1 unit
Metal 18"-d. Fireplace Flue & Acc.	5 lin. ft.

### —GYF. BOARD WALL & CEIL. BOARDING—

1/2" Gyp. Bd. T.J. Wall Boarding	2,185 sq. ft.
1/2" Gyp. Bd. T.J. Wall Boarding	265 sq. ft.
1/2" Gyp. Bd. T.J. Ceiling Boarding	1,350 sq. ft.
1/2" Gyp. Bd. T.J. Garage Ceiling Boarding	515 sq. ft.
Metal Corner Beads	95 lin. ft.

### —WOOD EXT. & INT. MILLWORK—

1 3/4" Bir. Ven. 3x9' Flush Ext. Door, Tran., F.&T.	1 unit
1 3/4" Bir. Ven. 3x8 1/2' Flush Ext. Door, Tran., F.&T.	1 unit
1 3/4" Bir. Ven. 3x8' Flush Ext. Door, Tran., F.&T.	1 unit
1 3/4" Bir. Ven. 5x6 1/8' Flush Int. Door, F.&T.	2 units
1 3/4" Bir. Ven. 2'x6 1/8' Flush Int. Door, F.&T.	4 units
1 3/4" Bir. Ven. 2'x6 1/8' Flush Int. Door, F.&T.	2 units
1 3/4" Bir. Ven. 7'8x6 1/8' Flush Slid. Door, F.T. & Hdwr.	3 units
1 3/4" Bir. Ven. 2'x6 1/8' Flush Slid. Door, F.T. & Hdwr.	1 unit
1 3/4" Bir. Ven. 2'x6 1/8' Flush Slid. Door, F.T. & Hdwr.	1 unit
1 3/4" Bir. Ven. 3'4x6 1/8' Flush Fold. Door, F.T. & Hdwr.	1 unit
1 3/4" Wh. Pine 11'6x9' Door & Tran. Frame & Trim	1 unit
1 3/4" Wh. Pine 10'x8 1/2' Door & Tran. Frame & Trim	1 unit
1 3/4" Wh. Pine 9'x7' Door & Tran. Frame & Trim	1 unit
1 3/4" Wh. Pine 24'6x3' Window Frame & Trim	1 unit
1 3/4" Wh. Pine 3'x8 1/8' Window Frame & Trim	1 unit
1 3/4" Wh. Pine 2'x8 1/8' Window Frame & Trim	1 unit
1 3/4" Wh. Pine 2'x8' Window Frame & Trim	1 unit
1 3/4" Wh. Pine 3'x7' Window Frame & Trim	1 unit
1 3/4" Wh. Pine 3'x1 1/4' Window Frame & Trim	4 units
1 3/4" Wh. Pine 3x3' Window Frame & Trim	3 units
1 3/4" Wh. Pine 3'x1 1/8' Window Frame & Trim	3 units
1 3/4" Wh. Pine 2'8x1' Window Frame & Trim	5 units
1 3/4" Wh. Pine 2'8x8' Window Frame & Trim	1 unit
1 3/4" Wh. Pine 2'8x2' Window Frame & Trim	1 unit
1 3/4" Wh. Pine 2'8x7' Window Frame & Trim	1 unit
1 3/4" Fir & Lap Siding 3x6 1/8' Fl. Ext. Dr., F.&T.	1 unit
1 3/4" Fir & Plas. Panel 9'6x7' Ov'hd. Dr. & Hdwr.	2 units
2x12" Pine Fascia Board	320 lin. ft.
1x12" Pine Closet Shelving	60 lin. ft.
1x10" Pine Planting Box Trim	50 lin. ft.
1x8" Pine Window Valance	95 lin. ft.
1x3" Pine Shelving Cleats	75 lin. ft.
1x4" Pine Wall Base	260 lin. ft.
3/4" Wh. Pine Horiz. Wall Paneling	450 sq. ft.
2x2" Wh. Pine 12" o.c. Wall Battens	450 lin. ft.
Clapboard Lap Wall Siding	490 sq. ft.
Wh. Pine Lap Soffit Boarding	705 sq. ft.
3/4" Fir T.&G. Vert. Wall Siding	45 sq. ft.
2x12" Redwood Ext. Light Mounting Board	15 lin. ft.
1 1/2"-d. Fir Clothes Pole	30 lin. ft.
Modernfold 12'6"x8'6" Fold. Part. & Access.	1 unit
Modernfold 5'x8'6" Fold. Part. & Access.	1 unit
Plastic Wall Panels	160 sq. ft.
3/4" Plate Glass Door & Sidel. Panes	260 sq. ft.
3/4" DSB Cl. Glass Door & Window Panes	155 sq. ft.
3/4" Temp. Hard. Bd. Wall Paneling	565 sq. ft.

(Continued on page 224)

## Brand-name products used in the Blueprint House

Lennex furnace  
Crane bathroom fixtures  
Powers thermostatic controls  
Rued water heater  
Lightolier electric fixtures  
Moore interior paint  
Ador sliding glass doors  
Winco windows  
General Electric kitchen appliances  
G. E. Textolite counter tops

Treadwind kitchen fan  
Sunlight Steel metal door jambs  
Asphalt Products roofing  
Masonite soffit and siding  
Welsh plywood paneling  
Alsynite plastic paneling  
Packard-Bell electronic garage door opener  
Wescolite tub enclosure  
Armstrong resilient flooring

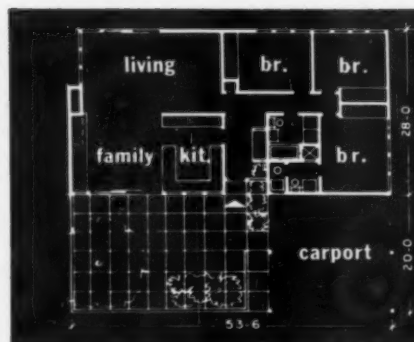
Plasticrafts plastic skylights  
Sequala Vacuum Systems central vacuum system  
Duraplex weatherstripping, mail box, thresholds  
Majestic outdoor fireplace  
Pittsburgh plate glass  
Kwikset hardware  
Celotex insulation  
Cladrex bathroom tile

## Take a second look

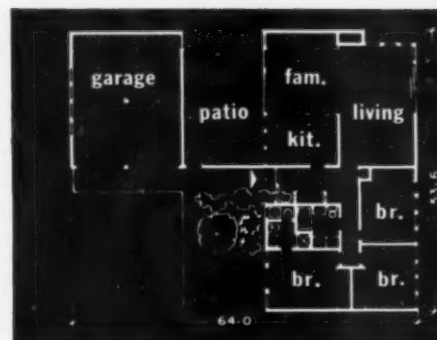
# Each of these houses is an

**These houses are all adaptations of the house you saw on page 110. They prove that any good plan can be adapted to a wide variety of markets.**

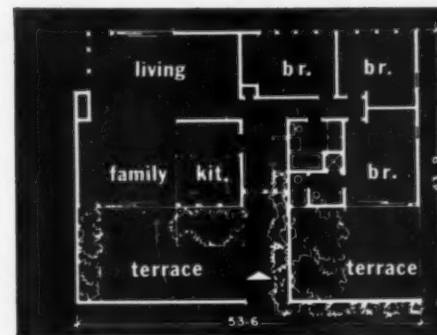
**1** In this version, the roof has been turned so its slope is across the length of the house. The roofline is slightly higher, making possible an unbroken line of clerestory windows. The flat roof projecting at the right covers the carport.



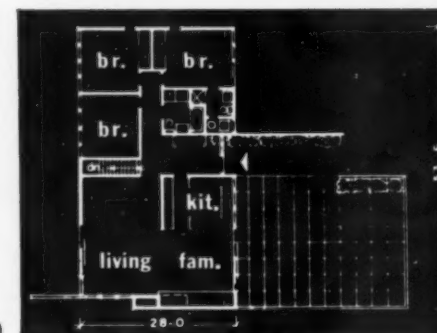
**2** Here, a flat roof lowers the house and stretches it out. Garage doors, left, and patio fence are treated alike with a vertical line that keeps them unobtrusive. Again, note the clerestory level.



**3** This is the nearest to conventional design that Architect Sutherland came. By running walls across the front elevation, he was able to open both the family living area and the master bedroom onto the front terraces, still retain complete privacy.

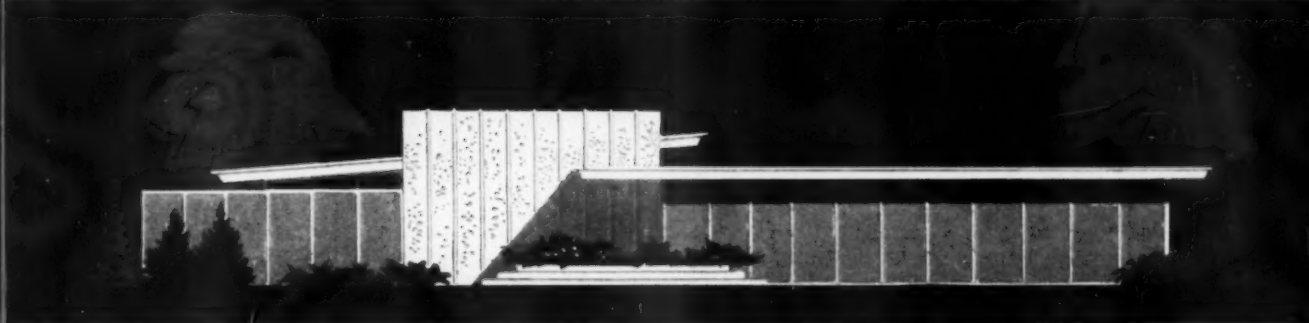
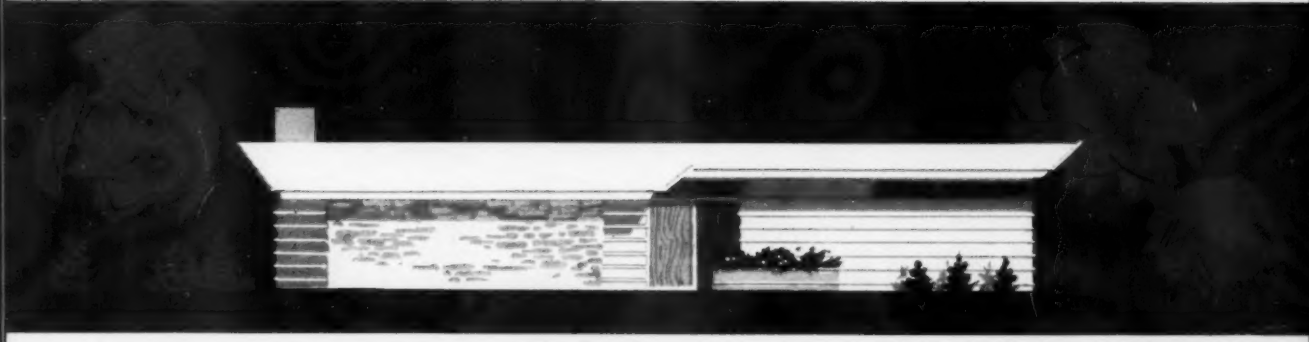


**4** The final adaptation is similar in its basic layout to the Blueprint House. The low-pitch roof has been replaced by a shed roof over the main house, a flat roof over the garage and patio.

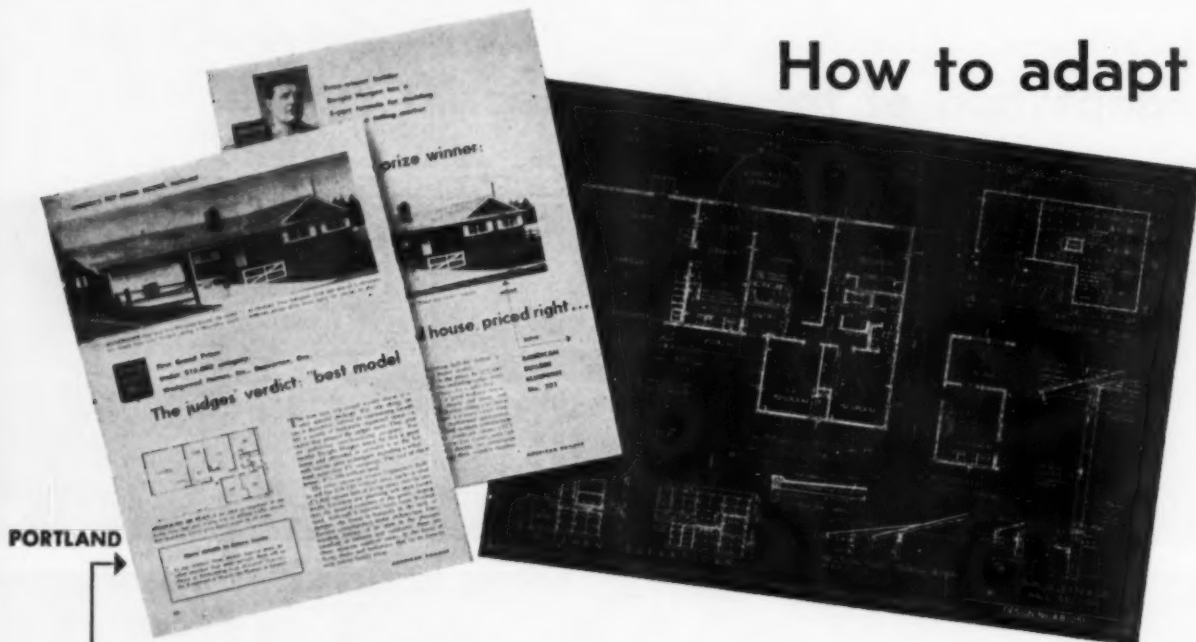


*(Variations designed by architect Bruce Sutherland)*

## adaptation of the July Blueprint House



# How to adapt



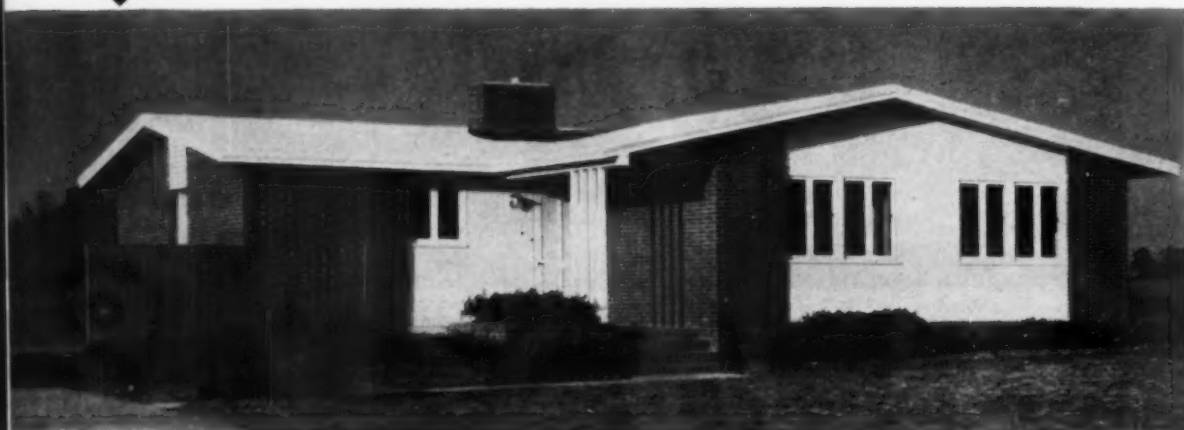
PORTLAND

## 1 First, he saw this Oregon house in **AMERICAN BUILDER**

We featured this Portland house in our blueprint section last year when it won First Grand prize in **AMERICAN BUILDER's** Best Model Homes Contest. Editorial Director Joe Mason inspected the house during National Home Week, urged builder Dwight Haugen of Wedg-

wood homes to enter it in the contest. In Portland it was a good-selling Colonial at \$13,900. Its unique entry, family room, glass doors, terrace, triple-duty bath were outstanding features of 1,155-sq.-ft. plan. Builder Charles B. Martin, Charlotte, was quick to spot these ideas.

CHARLOTTE



## 2 Then, he built this version in Charlotte, N. C.

It took just one year for the Oregon Colonial to travel across the country via **AMERICAN BUILDER**. The contemporary model above was built by Charles B. Martin for the 1958 Charlotte Parade of Homes. It became popular over night, at \$16,300. It's slightly larger than the

Portland model (1,415 sq. ft.) but omits the garage, has a smart contemporary look aimed at "young moderns." Kitchen is paneled like the family room into which it opens. Plan circulation is excellent. The same ideas that sold in Oregon went big in Charlotte.

WHAT ↑  
HOW →



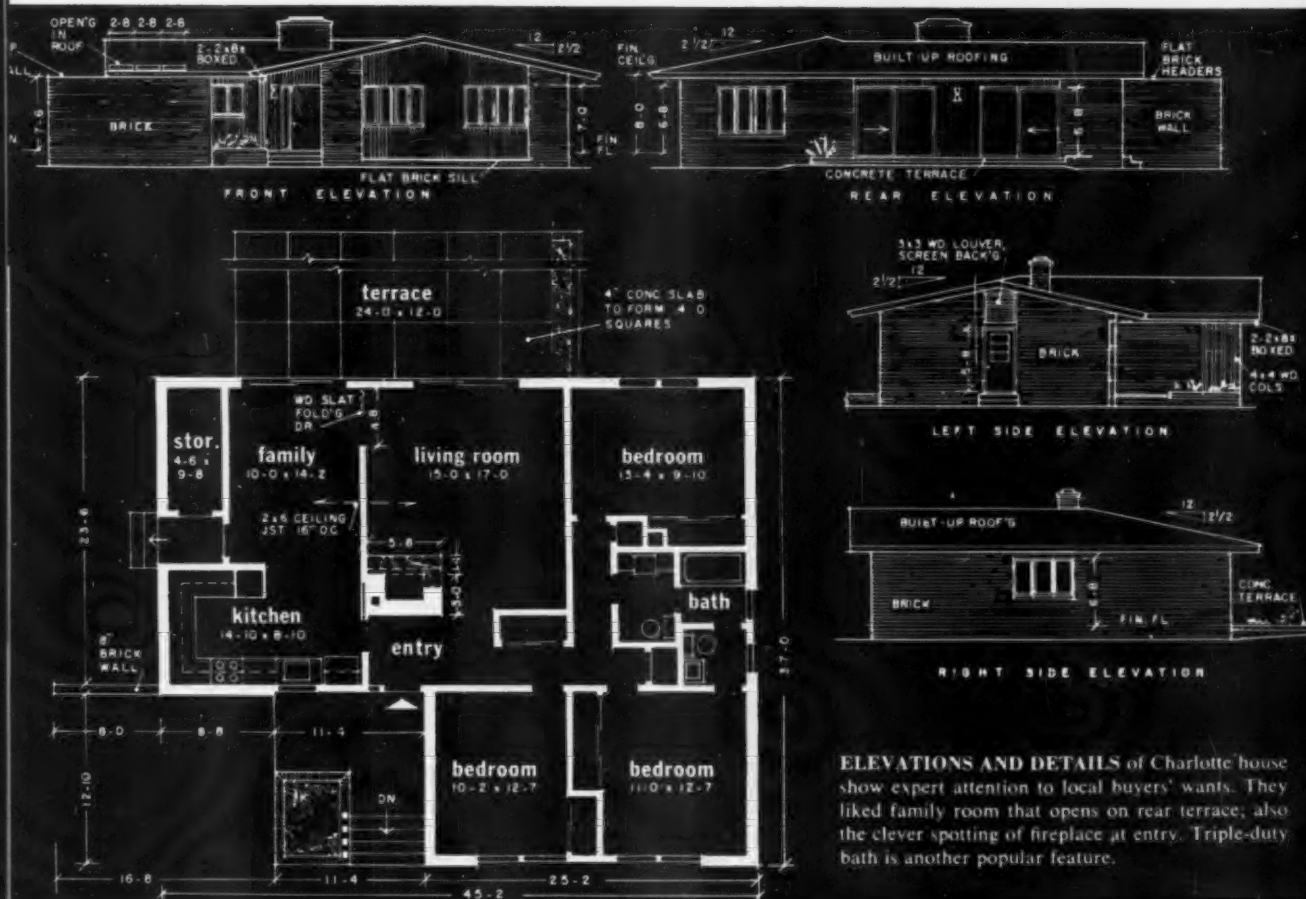
## ideas from our Blueprint Houses



**Charles B. Martin, president  
Superior Builders, Inc.**

**"You can't keep a good plan down," says Charlie Martin. "AMERICAN BUILDER'S prize winner became our best seller." Here's how he put good planning ideas from Portland, Ore. to work in his own home town of Charlotte, N.C.**

**W**hen builder Charles B. Martin of Charlotte, N.C. picked up his March 1958 *AMERICAN BUILDER* he spotted a house on page 92 that was just what he was looking for. He wanted an exciting model for the next Parade of Homes. He took the *AMERICAN BUILDER* Blueprint article to his local architect, and together they created two entirely new houses, adapting Portland's prize ideas to Charlotte's market. The two models were built side by side in Charlotte's Parade, where they quickly became best sellers. Proving that smart ideas travel far and fast in the building business.

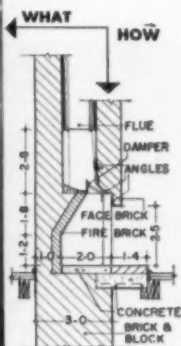


**ELEVATIONS AND DETAILS** of Charlotte house show expert attention to local buyers' wants. They liked family room that opens on rear terrace; also the clever spotting of fireplace at entry. Triple-duty bath is another popular feature.

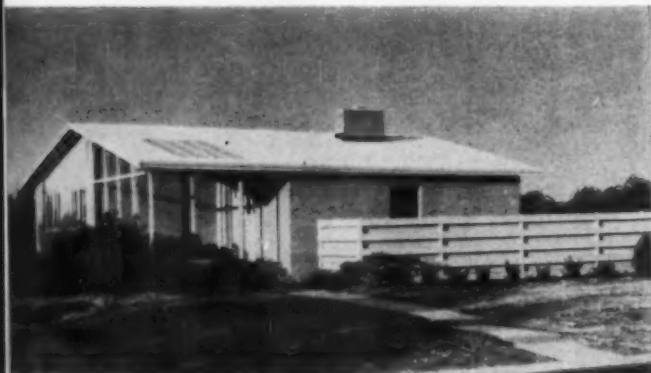
# How to adapt Blueprint House ideas



**TWO 8-FT. SLIDING DOORS** lead from family and living room to 24-ft.-wide side terrace. In this version of his Charlotte parade home, Martin faced terrace to side, screened it with high wood fence.



**MARTIN SHIFTED FIREPLACE** in this model to side wall, where it serves as divider between living and family rooms. Note how the two rooms merge at point where sliding doors open on to terrace.



**DIFFERENT LOOK** was achieved in this model by reversing plan, changing roof lines and entrance. Martin also built a 5½-ft.-high board fence to screen service entrance and assure privacy to side yard terrace.

## Face terrace to side instead of rear, screen it with a wood privacy fence

The Charlotte parade model pictured here looks entirely different from the one on the preceding page, yet the floor plans are identical. That's because builder Martin cleverly reversed and turned the plan, altered the roof line, made a drastic change in the porch entrance. And, of course, this house bears no resemblance to the AMERICAN BUILDER Portland blueprint house, from which the inspiration came. Martin has built 15 versions of the basic plan, finds buyers like both rear and side terrace models. At left you see how the two 8-ft. sliding doors open onto a concrete terrace.

## Relocate fireplace on inside living room wall, use it as a space divider

Another variation employed by Martin is his placing of the fireplace between living and family rooms. He uses it as a room divider. Some buyers preferred this location to the end wall, as featured in the original Portland model. There's also a different roof structure and a striking entrance porch with a planter lighted by a trellised roof opening. Different exterior materials, and the privacy fence, complete the change. A horizontal forced-air furnace is in the crawl space, adjacent to chimney. Room sizes and floor area of the two Charlotte models are the same.

## Reverse and turn plan, change roof line, design a "planter" entrance



# **MERCHANDISING**

How builder-manufacturer teamwork gets results

## **FIELD REPORT**

NO. 9

In a new series



## **There are "Hidden Values" to merchandise when you build with aluminum**

The skyrocketing rise of aluminum as a building material is getting another push. The Kaiser Aluminum Co. has opened a new program designed to help the builder merchandise the values—particularly the Hidden Values—inherent in aluminum products.

The program was officially launched in Washington last May. Builder W. Evans Buchanan, working with Kaiser representatives, decked out his "Woodlark" model (right) with all the aluminum products he could find. (The plan at the top of the page shows items they used.)

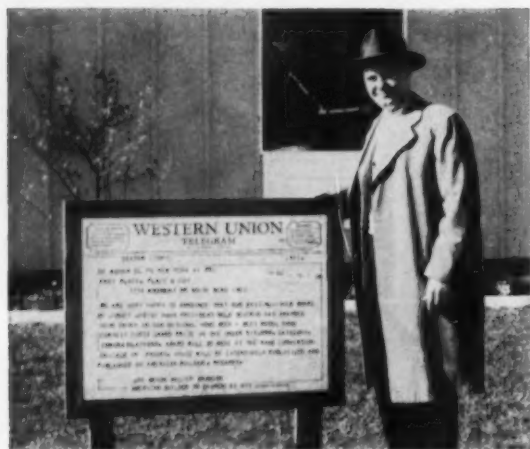
Finally, signs and brochures were used to point up the "Hidden Values" of aluminum: its long life, and its durable finishes.



BUCHANAN'S "WOODLARK" MODEL was used to open Kaiser's builder acceptance program. Aluminum products will cut costs a little, says Buchanan, but their biggest value lies in the sales appeal they have.

# Why you should enter AMERICAN

## ▼ 1. "Best Model Homes" Contest



"You can't put a dollars-and-cents value on winning this kind of contest. It's a big sales aid, gives us plenty of promotion and merchandising ammunition. But best of all, it gives us quality recognition . . . puts us above, and apart from, the other fellows in our area." That's Andy Place talking. The South Bend, Ind., builder was a top winner in last year's AMERICAN BUILDER Best Model Homes Contest. At left, he stands next to some of his "merchandising ammunition," a giant reproduction of the AMERICAN BUILDER telegram announcing his award. Like to be this year's contest winner? Read below.

## How one of your houses can win in our Best Model Homes Contest

**T**his contest is part of AMERICAN BUILDER's observance of National Home Week (September 12th to 19th, 1959). Any model house built during the year and on display during National Home Week may be entered.

You'll have a choice of two price categories: houses under \$16,000 (without land); and houses from \$16,000 to \$40,000 (without land). You can enter houses in both. From your entries and all the others we receive, our panel of judges will choose the model homes they think best express the purpose of National Home Week: more saleable houses. They'll check all houses entered on (1) exterior design; (2) floor plan; (3) construction techniques; (4) quality materials and equipment; (5) merchandising. Then, they'll choose three top winners and 15 "Award of Merit" winners in each category . . . a total of 36 winning houses to receive an AMERICAN BUILDER

Best Model Homes plaque.

As a contest winner, your model home will be featured in our big December "Best Model Homes" issue. It will go on display at the 1960 NAHB convention in Chicago; and it will be the subject of a feature article in AMERICAN BUILDER during 1960.

Choosing the best model homes will be seven top-level experts in the building field: Carl T. Mitnick, President of the National Association of Home Builders; Gerald Geerlings, American Institute of Architects; Robert Schmitt, Chairman, Research Institute, NAHB; James L. Pease, Jr., Secretary-Treasurer, National Home Manufacturers Association; Ernest B. Norman, Chairman of the National Home Week Committee, NAHB; David G. Fox, Chairman, Merchandising Committee of the NAHB; and Joseph B. Mason, Editorial Director of AMERICAN BUILDER.

### How to submit your entry:

1. Deadline for all contest entries is Oct. 2, 1959. Material must be sent to Contest Editor, AMERICAN BUILDER Magazine, 30 Church St., New York 7, N.Y.

2. Entries *must* include: blueprints of working drawings and floor plans; exterior and interior photographs; a list of the important materials and equipment used in the house; samples of advertising and promotion material.

3. Entries *may* also include: detail drawings of special features; description of cost-saver building techniques; newspaper publicity.

4. In a covering letter, give full name and address of builder or building company; architect; name of model; its price and location; sales results, if possible.

5. If you wish to enter the same house in the Hidden Values Contest (see opposite page), please note this in your letter.



# BUILDER's two big contests

## ▼ 2. "Hidden Values" Contest

Could you use this big, rugged 1960 Ford V-8 pickup truck? It's yours if you take first place in our Hidden Values Contest. If you come out second, third, or even 36th in the contest, you'll receive a valuable prize worth \$200 or more. AMERICAN BUILDER's Hidden Values Contest is aimed at encouraging builders to "sell" the unseen qualities in their houses (like wiring, piping, insulation). If you do a real job merchandising hidden values, then you have a good chance of winning. Besides your prize, and a plaque, you'll get valuable publicity: you and your house will be featured in our November issue.



### How you can be a prize winner in our Hidden Values Contest

**F**irst, decide whether or not you're really "selling" the hidden values in your model house. Do you have cutaways to show what's behind your finished walls? Do you have a display of quality products used (but unseen) in your finished houses? Do you use signs to spotlight a value that is "behind the scenes" as well as seen? Do you show customers wiring diagrams or layouts of the house's plumbing and piping system? These are the things our judges look for when choosing a Hidden Values Contest winner.

They want to spotlight the model homes that do the best hidden-values merchandising job. They'll check your entry for photos of hidden-value displays; they'll read your promotion literature and newspaper advertising; they'll carefully evaluate your description of how you sell the house. And, they'll want to know what results you've had from your hidden-

values merchandising efforts.

If your house is tapped as a winner, you'll receive a valuable prize (explained above); and feature billing (including your photo) in AMERICAN BUILDER's November '59 issue.

Watch these pages in August and September for a list of prizes.

#### How to submit your entry:

1. Deadline for all contest entries is Oct. 2, 1959. Entry material should be sent to Contest Editor, AMERICAN BUILDER Magazine, 30 Church St., New York 7, N.Y.

2. Entries *must* include: photos of hidden-value displays; a photo of the builder; samples of promotion literature and advertising; and a description of why you found it profitable to merchandise the hidden values.

3. Entries *may* also include: exterior or interior photos of your model house; blueprints; floor

plans; detail drawings; newspaper publicity and any other pertinent material.

4. In a covering letter, give the full name and address of builder or building company; architect; name of model; its price and location; and a list of all the important brand-name products used in the house.

5. You may wish to enter your model house in both the Hidden Values Contest and in the Best Model Homes Contest (see page opposite). If so, please mention this in your letter.

#### What's a Hidden Value?

It's a product that can't be seen . . . BUT it adds to the life, strength or value of a building. Examples: wood preservatives, vapor barriers, quality piping.



THE EMPRESS MOTEL'S frame is of pre-cast concrete. Here curtain-wall frames are being installed. Doors, glass,

Caloric porcelainized panels will be set into the frames. This method cut wall-erecting costs in half.

## Curtain walls cut this motel's wall-erecting costs by 50%

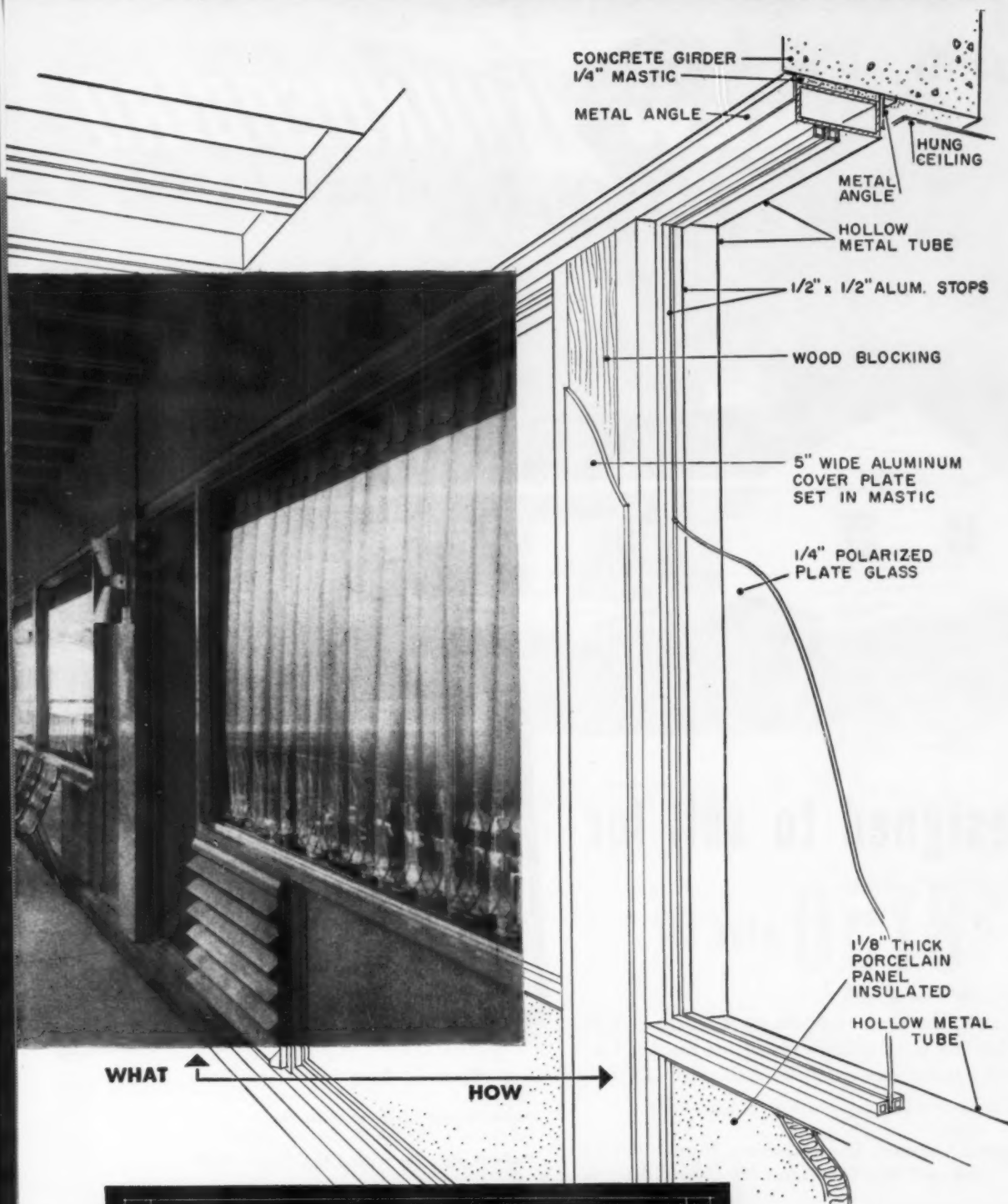


**A**luminum curtain-wall panels enabled the J & L Construction Co. to cut 50 per cent from the wall-erecting costs of this four-story Atlantic City motel. The panels were shipped to the site knocked down, merely had to be assembled and set on the job.

Biggest reason for the saving: the precision cutting and fitting was done in the shop, under controlled conditions. Labor in the field, which is slower and more subject to error, was held to a minimum.

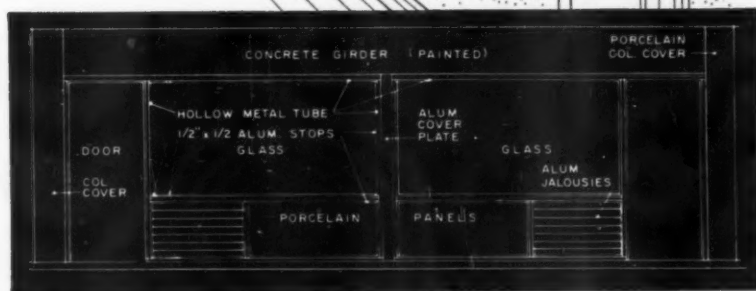
Another cost saver was the pre-cast concrete framing, which permitted further reductions in site labor.

◀ **ENTIRE GROUND LEVEL** of this motel is devoted to parking areas (except for service and reception facilities). Its 144 room units are arranged in an L-shaped pattern around a patio-pool area. Architect was Rodney C. Williams, Margate, N.J.



WHAT

HOW



**WALL OF EACH** room unit includes window and door frames. Columns were enclosed in porcelainized channels, matching the exterior finish of the curtain-wall panels.

Quality-Packed  
**NEW**

# THUNDERBIRD

by Inland Homes



Designed to sell for  
**\$8150** *plus lot*

The new Thunderbird opens up a whale of a big market for you — families that are hungry for a roomy, quality house with a small price tag.

*Look at these quality features of the Thunderbird.*

✧ **12 Colonial, Contemporary, French Provincial and Ranch designs.** All architect-designed.

✧ **Over 1000 sq. ft.** with big living room, extra large kitchen, dining space, and 3 bedrooms.

✧ **2" x 4" construction** throughout.

✧ **Cedar shakes** are factory applied and double coursed. Horizontal siding also available, or sheathing only for brick.

✧ **Double wall construction** with impregnated insulated sheathing.

Yes, Mr. Builder—

The Thunderbird is designed to sell for \$8150 plus lot!

The package price of \$2431 less quantity discounts is your answer!

*Inland Homes Corporation*

✧ **Prehung flush doors** throughout.

✧ **Wood kitchen cabinets.**

✧ **Complies with FHA'S new MPS.**

**Get started TODAY.** For details on the Thunderbird and Model Home Plan, visit, write, or phone P. R. Thompson, Vice Pres., Sales—phone PProspect 3-7550, Piqua, Ohio.

## INLAND HOMES



INLAND HOMES CORPORATION • Plants in Piqua, Ohio and Hanover, Pa.

Manufacturer of America's Finest Homes



# THE Payoff DEPARTMENTS

## **New Products and Catalogs..... 131 →**

Builders' supermarket for the latest information on new products and catalogs.

## **Reply Card..... 134 →**

Circle numbers of products and catalogs that interest you, mail the postcard, and you will receive the information free.

## **Land Planning..... 190 →**

You can make your tractor pay: here are several unconventional and money-saving uses for it.

## **Technical Guide..... 196 →**

How to use TCA's thin-bed mortar. It doesn't lose water; it sets up faster. Ideal for irregular-surfaced backings.

## **Cost Saver..... 204 →**

Save \$10 an hour by carrying concrete in your crawler loader.

## **How To Do It Better ..... 208 →**

How to make an attractive, economical room divider with flush doors.

## **Ask The Experts..... 216 →**

How to stiffen concrete walls without using pilasters.

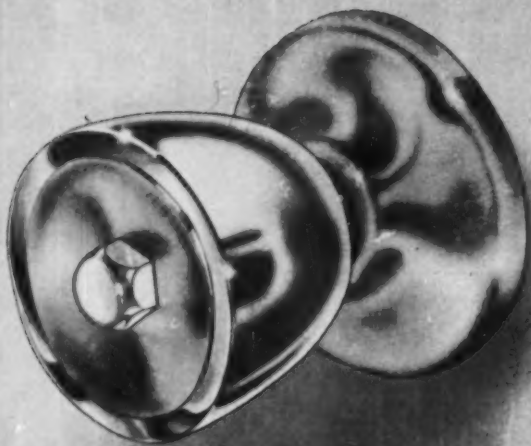
## **Better Detail Of The Month ..... 230 →**

This cantilevered bay window adds storage space without reducing room size or extending foundation walls.

## **The Month Ahead..... 240 →**

Things for builders to think about during July.

# now...pushbutton or turnbutton privacy sets in three knob designs



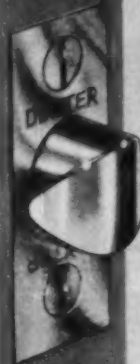
Now, your choice of Dexlock Pushbutton or Turnbutton Privacy Sets — new Pushbutton type locks with a simple push of button on inside knob; unlocks by turning inside knob or closing door — Turnbutton design locks both knobs with a quick turn for extra assurance of privacy. All the Dexlock features — standard Dexter boring.

Write for literature and name of nearest Dexter dealer.

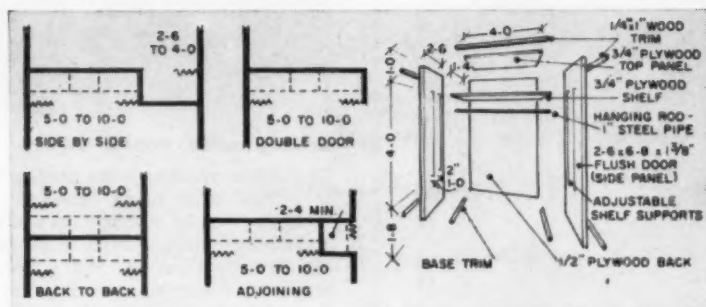
## **DEXTER LOCK DIVISION**

**Dexter Industries, Inc. • Grand Rapids, Michigan**

*In Canada: Dexter Lock Canada Ltd., Galt, Ontario • In Mexico: Dexter Locks, Plata Elegante, S.A. De C.V. Monterrey. Dexter Locks are also manufactured in Sidney, Australia; Milan, Italy and Porto, Portugal.*



# BUY DEXTER



### Remodeling: how to add extra storage space.

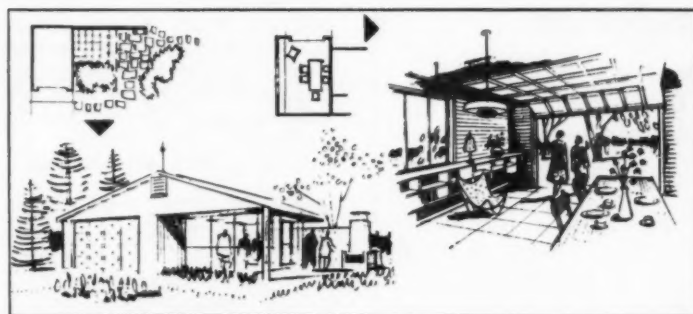
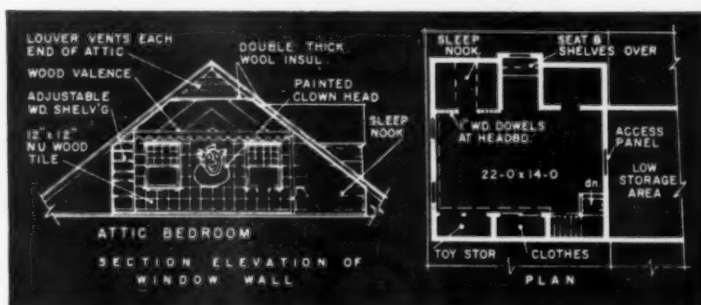
Planning closets with full-access fronts (plans, far left) . . . how to add a free-standing closet. Two of eight closet construction ideas offered in folder from Hough Shade. Generous supply of detail drawings, size specifications, what-how techniques.

● Circle No. Y9 on reply card, p. 134

### Remodeling: revamp the attic. How to turn it into a large childrens room.

Room for two active children . . . in the attic. Detailed in a six-page folder from Wood Conversion Co. Remodeling service includes floor plan, elevations of walls, lots of detail drawings, photos.

● Circle No. Y10 on reply card, p. 134



### Remodeling: how to put new living space in a garage.

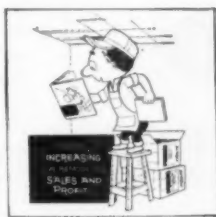
Sixteen pages on garage building. Included: how to add length to garage; renewing the exterior; getting living space. Far left, how to add a porch; left, making it a family room. From Crawford Door.

● Circle No. Y11 on reply card, p. 134

### Remodeling: tips to increase profits. Sales methods, ad mats, follow-ups.

The profitable remodeling opportunity and how you can take advantage of it. From Insulite, a 12-page brochure covering advertising, selling the job, estimating, financing, and operating.

● No. Y12 on p. 134



### Remodeling: add space by dividing. Easy-to-build storage walls, closets.

"77 Ideas for Remodeling" . . . from Douglas Fir Plywood. Sixteen pages of remodeling ideas with before and after sketches, done room by room. Sample at right: dividing the living room.

● No. Y13 on p. 134





## NEW UNI-CREST *insulation*

Now, through the combination of modern chemistry and the experience of United's 50 years as a leading manufacturer of insulating material, comes Uni-Crest. A unique and thoroughly proven foam plastic insulation of outstanding thermal properties... labor saving and cost cutting benefits. Highly recommended for walls, ceilings, floors and around foundations or under slabs. Readily adheres to masonry, eliminates furring or lathing, provides an excellent surface for plaster, cement or other finishes. Easy to work with, light, non-dusting, odorless, non-toxic, can be cut with all standard cutting tools. Will not shrink or rot and retains its insulating value indefinitely. Regular and self-extinguishing types available in a wide variety of sizes and thicknesses. Write for complete installation instructions and an actual sample.

Installs Faster, Easier  
... Does a Better,  
More Effective Job!



Uni-Crest Division  
UNITED CORK COMPANIES  
Since 1907

25 Central Avenue, Kearny, New Jersey

OFFICES OR APPROVED DISTRIBUTORS LOCATED IN KEY CITIES COAST TO COAST

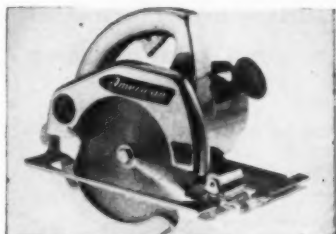
### NEW PRODUCTS



#### Reduce noise, renew walls

This sound-proofing paint promises to reduce noise levels drastically. Acoustex can be brushed on walls and ceilings quickly, dries in about three hours. Odorless, and a fire-retardant, it can be applied to any type surface. Comes in 10 decorator colors plus white. Retail price: about \$8.70/gal.—The Acoustex Corp.

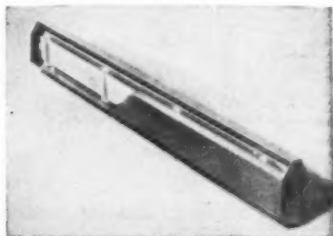
Circle No. Y14 on reply card, p. 134



#### Remodel with safety

This model "7-00" from American is a 7½" heavy-duty unit. Power saw has special safety clutch, 100% ball and needle bearings. Right-sided blade is away from operator. Built-in sawdust blower keeps cutting line always visible. Hand controls are together at rear for safety.—American Power Tool Co.

Circle No. Y15 on reply card, p. 134



#### Adapts to remodeling


Streamlined electric baseboard heater is specially suited to remodeling. "Slim/Trim" is only 5½" high, fits under window walls and connects to regular wiring circuits. Has terminal block wiring at either end. Alumifin heating element gives free air flow.—Sunwarm, Inc.

Circle No. Y16 on reply card, p. 134



You have just entered the **American Builder**

# Supermarket



Help yourself to everything you want in new information and literature about new products listed on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). **AMERICAN BUILDER** will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .



## BUSINESS REPLY MAIL

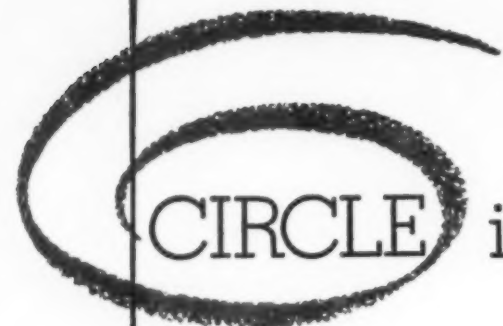
First Class Permit No. 153, Sec. 34.9, P. L. & R., New York, N. Y.

6 cents postage will be paid by

**Business Manager**

**AMERICAN BUILDER**  
**30 Church St.**  
**New York 7, N. Y.**





CIRCLE items below  
...and mail this  
postcard today

FREE INFORMATION . . .  
on PRODUCTS & EQUIPMENT

## FREE INFORMATION - ON PRODUCTS and EQUIPMENT

### REMODELING CATALOGS

- Y1 Hardwood Plywood Institute plans  
Y2 Bestwall Gypsum Co. drywall  
Y3 Majestic Co. fireplace  
Y4 Masonite wall panels  
Y5 Philip Carey insulation  
Y6 General Electric wiring system  
Y7 Zenia-Majestic paints  
Y8 E&M Hunter heater  
Y9 Hough Shade cloths  
Y10 Wood Conversion Co. remodeling plans  
Y11 Crawford Door garages  
Y12 Insulite merchandising kit  
Y13 Douglas Fir Plywood remodeling plans

### REMODELING NEW PRODUCTS

- Y14 Acmetex Sound-proof paint  
Y15 American Power Tool saw  
Y16 Sunroom Inc. heater  
Y17 Bolacore building doors  
Y18 Bilon Co. Skirting  
Y19 Hasty-Bake charcoal range  
Y20 Federal Pacific circuit enclosures  
Y21 Mono, Inc. refrigerators  
Y22 Curtis Cos. cabinets  
Y23 Huffy-General Surmac  
Y24 Eaco Cement Bondstone  
Y25 Valpar wood finishes  
Y26 Gladding McLean tile  
Y27 Motor Wheel Corp. heater  
Y28 Marsh Wall random planks  
Y29 Fresh Wall radio  
Y30 O'Keefe & Merritt ovens  
Y31 Promed Instrument switch  
Y32 Mengel Co. closets  
Y33 Masonic Tile Corp. tile  
Y34 Black & Decker planer  
Y35 Power Inc. ovens  
Y36 Armstrong Coat adhesive

- Y37 Tennessee Slave griddle  
Y38 Eljer water closet  
Y39 Morgan door designs  
Y40 Columbia Mills folding doors  
Y41 Boca-Crane saw table  
Y42 Armstrong Products built-in ironer  
Y43 National Aluminum shower enclosures  
Y44 Colonic range hoods  
Y45 Amer. Standard boiler  
Y46 Goodrich wall coverings  
Y47 Theodore Efron tub enclosures  
Y48 Precision Parts closets  
Y49 Geo. D. Roper oven  
Y50 NuTone food center  
Y51 Amer. Shower Door handles  
Y52 Thermador Electrical refrigerator-freezer  
Y53 Powers Regulator controls  
Y54 Modern Controls numbers  
Y55 Bostich stapling locker  
Y56 Cable Electric plug strip  
Y57 Bi-Jax scaffold  
Y58 Bryant Electric wall plates  
Y59 National Vanity vanity  
Y60 New Monarch Machine & Stamping splash block

### REMODELING CATALOGS cont

- Y61 Fenestra steel windows  
Y62 Donley fireplace designs  
Y63 Red Cedar Shingle Bureau siding & roofing guide  
Y64 Dwyer compact kitchens  
Y65 Arco paint color guide  
Y66 Timber Engineering framing arches  
Y67 Nako Boring tile  
Y68 Southern Pine Assn. lumber guide  
Y69 Johns-Manville Paneglass  
Y70 Plastone metal paint  
Y71 Richmond plumbing fixtures  
Y72 Consolidated General Products skylights

- Y73 Waco plastic panels  
Y74 M. J. Wilkoff range connectors  
Y75 U.S. Ceramic Tile mosaics  
Y76 Carrier air conditioners  
Y77 Kwikset lock kits  
Y78 Yale & Towne window locks  
Y79 Superior Electric light controls  
Y80 Bird & See shingles  
Y81 Westinghouse appliances  
Y82 Amercast-Olean tile  
Y83 E. L. Weigand heaters  
Y84 Porterfield windows

- Y85 Dodge Cork brick interiors  
Y86 Reflectal insulation  
Y87 I-XL kitchen cabinets  
Y88 Amerock cabinet hardware  
Y89 Thomas Moe Light fixtures  
Y90 Tennessee Slave oven  
Y91 Chase Brass & Copper radiant heating  
Y92 Sunbeam control panel  
Y93 Standard Dry Wall Products masonry guide  
Y94 Sun Tron heaters

- Y95 Amer. Biltrite flooring  
Y96 Olympic Stained Products  
Y97 Kohler Co. water closets  
Y98 Frigidaire kitchen ideas  
Y99 Lyl-Alum clashboard siding  
Y100 Wright Mfg. floor tile  
Y101 Roddis Plywood paneling  
Y102 Hamline Prods. ventilator  
Y103 Sterling hardware  
Y104 Howard Miller clock  
Y105 Lightolier lighting guide  
Y106 Ludlow building paper  
Y107 Azrock vinyl tile

Mail This Postcard Today—We Pay the Postage  
Act Now!—Service on This Card Expires in 90 Days

JULY, 1959

NAME (Please print)

STREET

CITY

ZONE

STATE

### PLEASE CHECK YOUR FIELD OR OCCUPATION

- ☐ Builder or Contractor  
☐ Sub-Contractor or Building Trades  
☐ Building or Planning Own Home  
☐ Architectural  
☐ Engineering  
☐ Manufacturer or Producer  
☐ Other

- ☐ Dealer or Distributor  
☐ Finance  
☐ Realty  
☐ Organization  
☐ Government  
☐ Student or Teacher

I wish to enter a subscription to American Builder for one year (\$3.50) ☐

3 years (\$7) ☐ New ☐ Renewal ☐

Signature

# WHEREVER YOU BUILD

# Wolmanized

®

## PRESSURE-TREATED LUMBER IS READILY AVAILABLE TO STOP ROT AND TERMITES

Wolmanized lumber is readily available throughout the country from Licensee and Koppers pressure-treating plants.

Clean, odorless, paintable Wolmanized lumber has built-in chemical protection against rot and termites. It should be specified for sills, joists, sub-flooring, studs, siding and other wood members in contact with masonry, exposed to moisture or near the ground.

- **WOLMANIZED LUMBER** is "brand stamped" for your protection.
- **WOLMANIZED LUMBER** is "quality controlled," produced nationally under one set of exacting standards.
- **WOLMANIZED LUMBER** "costs only pennies" more per board foot than untreated wood.

Write for new product booklet on how Wolmanized lumber safeguards building dollars in light and heavy construction.



**Wolman Preservative Department • Koppers Company, Inc.**  
769 Koppers Building      Pittsburgh 19, Pa.



QUALIFIED LICENSEE TREATERS  
READY TO SERVE YOU

- **BRICE WOOD PRESERVING COMPANY**  
Archer, Florida
- **CAPE FEAR WOOD PRESERVING COMPANY**  
Fayetteville, North Carolina
- **COLUMBIA WOOD PRESERVING COMPANY**  
Columbia, South Carolina
- **COX WOOD PRESERVING COMPANY**  
Orangeburg, South Carolina
- **CROSS, AUSTIN LUMBER TREATING CORP.**  
Brooklyn, New York
- **DANTZLER LUMBER & EXPORT COMPANY**  
Jacksonville, Florida
- **DARBY WOOD PRESERVING COMPANY**  
Statesboro, Georgia
- **FOLLEY WOOD PRESERVING COMPANY**  
Sumter, South Carolina
- **FULLER LUMBER COMPANY**  
Lewisville, Arkansas
- **GREENVILLE WOOD PRESERVING COMPANY**  
Greenville, South Carolina
- **HONOLULU WOOD TREATING COMPANY, LTD.**  
Honolulu, T. H.
- **INTERNATIONAL PAPER COMPANY**  
Kansas City, Missouri
- **JOSLYN MFG. & SUPPLY COMPANY**  
Chicago, Illinois
- **MIAMI WOOD TREATING COMPANY**  
Coral Gables, Florida
- **T. R. MILLER MILL COMPANY**  
Brewton, Alabama
- **OLIN MATHESON CHEMICAL CORPORATION**  
(Frost Forest Products Div.) Shreveport, Louisiana
- **POPE & TALBOT, INC.**  
Portland, Oregon
- **ROBBINS MANUFACTURING COMPANY**  
Tampa & Orlando, Florida
- **SHERWOOD TREATING COMPANY**  
Winston-Salem, North Carolina
- **SMITH-EVANS LUMBER COMPANY**  
Rome, Georgia
- **G. M. STEWART LUMBER COMPANY**  
Minneapolis, Minnesota
- **STRUCTURAL WOODS PRESERVING COMPANY**  
Greensboro, North Carolina
- **TIMBER PRESERVERS, LTD.**  
New Westminster, B. C., Canada
- **TOLLESON LUMBER COMPANY**  
Perry, Georgia
- **URANIA LUMBER COMPANY, LTD.**  
Urania, Louisiana
- **WALKER-WILLIAMS LUMBER COMPANY**  
Hatchechubbee, Alabama
- **WEST COAST WOOD PRESERVING COMPANY**  
Seattle, Washington
- **WEST ELIZABETH LUMBER COMPANY**  
West Elizabeth, Pennsylvania
- **WOOD PRESERVERS, INC.**  
Warsaw, Virginia
- **WOOD PRESERVING CORP. OF BALTIMORE**  
Baltimore, Maryland

W-72

### KOPPERS PLANTS

- **ADELAIDE, PA.**
- **BALTIMORE, MD.**
- **CARBONDALE, ILL.**
- **CHARLESTON, S. C.**
- **CROSSETT, ARK.**
- **EVERETT, WASH.**
- **FLORENCE, S. C.**
- **FORDYCE, ARK.**
- **GAINESVILLE, FLA.**
- **HOUSTON, TEXAS**
- **MONTGOMERY, ALA.**
- **NASHUA, N. H.**
- **ORRVILLE, OHIO**
- **PORT NEWARK, N. J.**
- **WAUNA, OREGON**
- **WILMINGTON, CALIF.**

# Wolmanized

PRESSURE-TREATED LUMBER





# EXCLUSIVE FEATURES

Proven customer pleasers include:

- Lift-off doors for easier cleaning
- Illuminated Constellation control panel
- 6 colors to match or contrast with decorations
- Sizzle 'N Simmer burners—highest turn-up, lowest turn-down

*You and your customers will like these features.* ☒

## GAS OR ELECTRIC OVENS

Completely interchangeable. Flexibility with no extra carpentry. Gas and electric units fit into same size cut out. Give your customers their choice. Over 40 ovens available.

*You and your customers will like this feature.* ☒

## STYLING

Fresh, new styling gives you kitchens women will love. Wide Visualite oven doors, slim, tapered handles, control panel and ovens are lighted. You get glamour in your kitchens.

*You and your customers will like these features.* ☒

## QUALITY NAME

Your customers know and trust the Tappan name. Full-page, full-color ads in *Reader's Digest*, *Better Homes and Gardens*, *Ladies' Home Journal*, *Woman's Day*, and *Sunset* plus radio and TV presell women on Tappan. Proof: Tappan sells more built-ins than any other manufacturer.

*You and your customers will like this feature.* ☒

## EASY TO SERVICE

Ovens are serviced from the front, surface units are serviced from the top—no need to remove. Parts warranty and fast replacement help keep the customer satisfied.

*You and your customers will like these features.* ☒

For more information on Tappan Built-ins write  
The Tappan Company  
Department AB79, Mansfield, Ohio

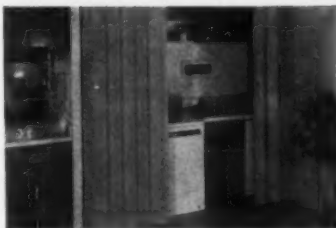
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**TAPPAN**

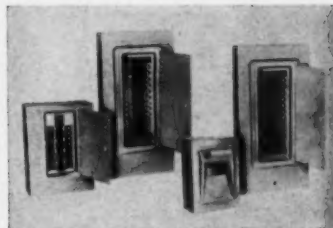
## NEW PRODUCTS



### Disguise a working area

This laundry area was remodeled out of the kitchen. Method? Installation of Pella Wood Folding doors. Doors, of laminated core construction, are available in veneers of ash, American walnut, pine, birch, mahogany, and oak. Come in heights up to 12'1".—Rolscreen Co.

Circle No. Y17 on reply card, p. 134



### More circuits per enclosure

New Stab-lok enclosures hold more circuits; are equipped to handle residential, commercial, and industrial lighting. Units are newly redesigned with clean, functional lines to harmonize with almost any setting. More "E" slots reduce the cost per circuit of the enclosures.—Federal Pacific Electric Co.

Circle No. Y20 on reply card, p. 134



### New stairs in 45 minutes

A remodeling time saver and cost saver . . . Bilco's Stairgides. Basement space can be opened up with an economical open riser stair in 45 minutes. Closed stairs, built with Stairgides and regular tread and riser stock, take about an hour to install. Units fit floor heights from maximum of 8'4" to minimum of 7'7".—The Bilco Co.

Circle No. Y18 on reply card, p. 134



### Refrigerators fit anywhere

When space is really at a premium . . . a Norcold 6- or 4-cu.-ft. refrigerator. Specially designed for motels, dens, offices, vacation houses, etc. New slim-looking refrigerators are gas or electric convertible. Come in pink, yellow, copper, and white. Dual hinge design door opening.—Norco, Inc.

Circle No. Y21 on reply card, p. 134



### Build in the outdoors

Remodeling this kitchen included installing a built-in charcoal range. Hasty Bake unit was installed in opening between kitchen and dining area. Barbecue and drawers are self-contained, sit directly on floor. Hood vented through roof completes job. Cost: Under \$100 for materials and labor.—Hasty-Bake Mfg. Co.

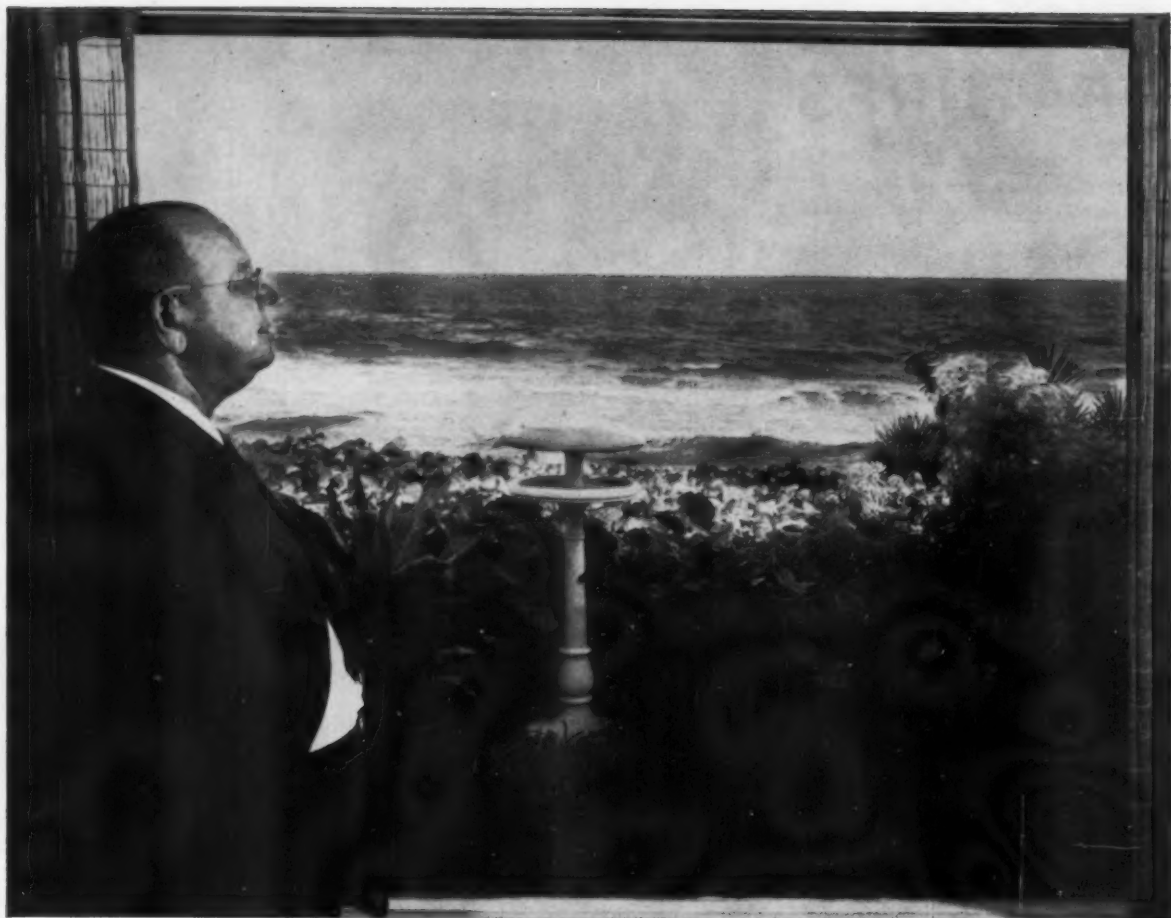
Circle No. Y19 on reply card, p. 134



### Cabinets make the difference

Fashionwood kitchen cabinets were used to update this kitchen. Plumwood finish was chosen to give warmth to room. Four Fashionwood corner cabinets allow better utilization of lost space, give kitchen less angular appearance. Range and ovens were built-in to cabinets.—Curtis Companies.

Circle No. Y22 on reply card, p. 134



Home buyers find **AMERICAN Lustragray** glass provides  
 "the most comfortable living under the sun"

*Lustragray  
 window walls  
 provide this  
 beautiful  
 Florida home  
 with privacy  
 from the  
 exterior,  
 "clear glass"  
 non-glare  
 vision  
 from the  
 interior.*



**Clint B. King, retired executive, has this to say about the Lustragray glass in his Hillsboro Beach, Florida home:** "Sun glare was a real problem at our beachside home until we replaced the glass in window areas with AMERICAN Lustragray. Now we can relax and enjoy our view of the Atlantic in comfort. I've also had many compliments on the attractive appearance of the glass. I'd recommend it to anyone. Its small additional cost is refunded every time we look through a window."

These Lustragray benefits, plus its heat-absorbing qualities, will help you sell homes faster. Consult your phone directory now for your nearest AMERICAN distributor or glazier.

#### AMERICAN WINDOW GLASS DIVISION

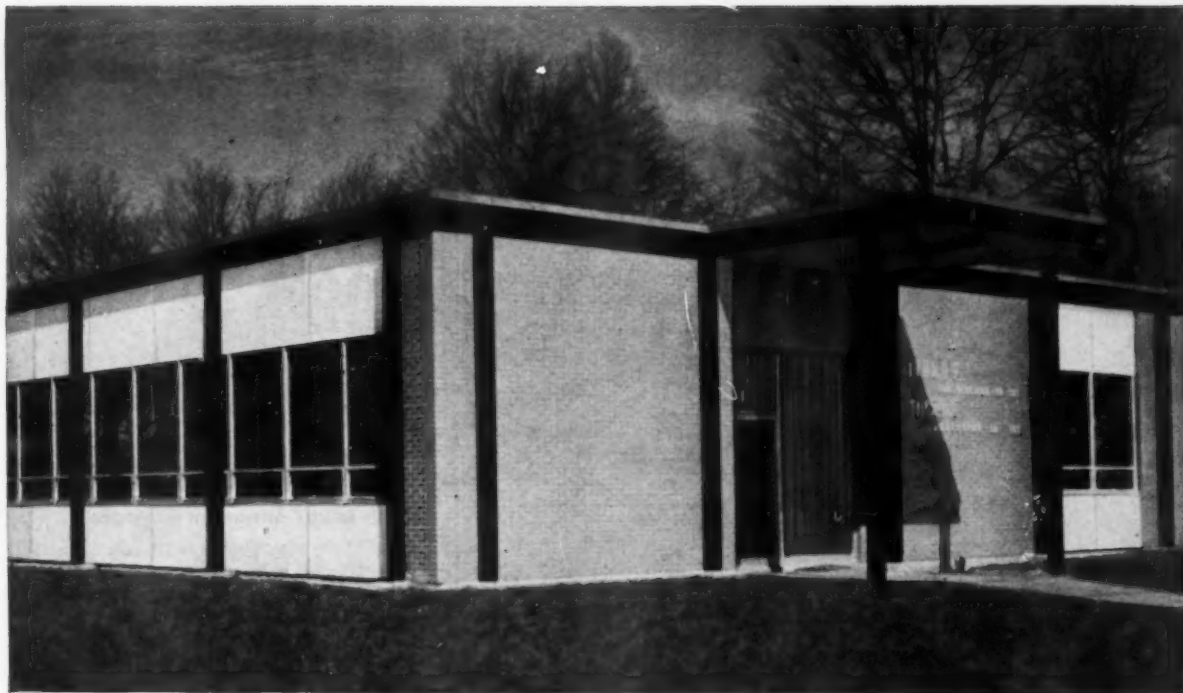


**AMERICAN-SAINT GOBAIN**  
 CORPORATION

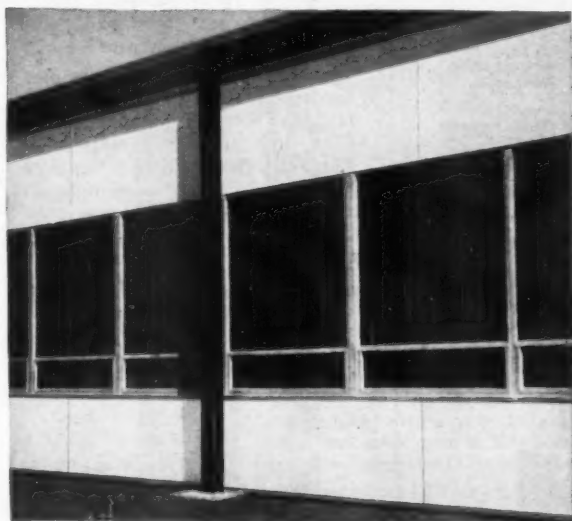


General Offices: FARMERS BANK BUILDING • PITTSBURGH 22, PA.

AMERICAN-SAINT GOBAIN CORPORATION is a merger of the former American Window Glass Company, Pittsburgh, Pa., and the former Blue Ridge Glass Corporation, Kingsport, Tenn. (which was a wholly-owned subsidiary of Saint-Gobain of Paris, France). American Window Glass Division plants are located in Arnold, Jeannette, Ellwood City, Pa.; Okmulgee, Okla. Blue Ridge Glass Division plant is located in Kingsport, Tenn.



OFFICE BUILDING of Murray Construction Co., Inc., Springfield, N. J. Architects: Rotwein & Blake.



## Announcing Glasweld— Weldwood's colorfast new all-mineral panel for permanent beauty in buildings

The window insert components and entrance soffit fascia in this building illustrate just two of the limitless design opportunities opened to you with Weldwood's new Glasweld. Strong, rigid, and colorful, Glasweld is an exterior grade steam-cured asbestos-reinforced panel with a permanent all-mineral enameled surface.

Glasweld's more than 30 standard colors and patterns are guaranteed color-

fast. It is fully weatherproof, inert, and incombustible, and resists damage from chemicals, impact, and abrasion. An effective moisture barrier, Glasweld is ideal for curtain wall components and bathroom interiors where rotproof, warp-free stability and low maintenance are as important as colorful durability.

For detailed drawings, specifications, and prices for stock and special colors and sizes, mail the coupon.

### FREE NEW GLASWELD BOOKLET

**United States Plywood Corporation**  
Dept. AB7-59, 55 West 44th Street,  
New York 36, N. Y.

☐ Please send me the new data booklet, "Weldwood Glasweld—#1914."

☐ Please send me prices and delivery information on specific job (description herewith).

Name.....

Firm.....

Address.....

City.....Zone.....State.....

**GLASWELD® by WELDWOOD®**



**Building:**  
El Lago Apartments  
North Sheridan Road  
Chicago, Illinois  
**Owner:**  
El Lago Apartments, Inc.  
**Architect and Engineer:**  
Irving M. Karlin Associates  
**General Contractor:**  
C. A. Tharnstrom & Co.  
**Electrical Contractor—**  
Avondale Engineering



No. 5014  
U-ground duplex  
power outlet.  
One of a full  
line of U-ground  
devices for every  
residential,  
commercial and  
industrial use.

# ANOTHER IMPORTANT STRUCTURE USING **LEVITON** *Wiring Devices*

**SPECIFICATION  
GRADE**

ARCHITECTS, ELECTRICAL ENGINEERS, ELECTRICAL CONTRACTORS everywhere specify Leviton. You, too, can take advantage of Leviton's complete line of Specification Grade wiring devices. Investigate this comprehensive line yourself! Sold thru authorized electrical distributors.



FOR FULL INFORMATION AND CATALOG WRITE TO:

**LEVITON MANUFACTURING COMPANY • BROOKLYN 22, N. Y.**

Chicago • Los Angeles • Leviton (Canada) Limited, Montreal

For your wire needs, contact our subsidiary: AMERICAN INSULATED WIRE CORPORATION

## NEW PRODUCTS



### Takes minimum of space

This space-saver furnace, "Narrow Wall," has front panel 16 $\frac{3}{16}$ " wide. Recesses easily into any type wall construction. Two warm-air outlets—regular grille and secondary heat exchanger—provide heat distribution at all room levels.—Holly-General Co.

Circle No. Y23 on reply card, p. 134

### For re-siding, use stone

Here's a simulated stone well-suited for large or small re-siding jobs. It features "One Step Application." Cuts time and labor costs as it eliminates the need for a separate basecoat. Bondstone goes right on over the metal lath. A 3-man crew can apply 300 sq. ft. per day—Emco Cement Products.

Circle No. Y24 on reply card, p. 134



### Renew old wood surfaces

This wood finishing system offers a flexible method of coloring interior surfaces. System includes a Neutral Stain; Neutral Wood Filler and Valspar Val-Hue tube colorants. Colors—red, blue, platinum, brown, yellow or green—are added to stain or filler.—The Valspar Corp.

Circle No. Y25 on reply card, p. 134



**FROM  
OPEN  
TO  
CLOSE...**



**HOME SHOWING  
IS MORE  
INVITING  
WHEN  
YOU  
START  
WITH**

***Delco-matic***

You simply press a button and the garage door opens to add a dramatic air of modern living that makes all other home features seem more desirable—and, when the tour is completed, press the button once more for the finishing touch they'll remember.

You can rely on the all-new all-transistor Delco-matic garage door operator to perform dependably when you demonstrate and after the home is sold. Performance-proved by home owners in a 500-home test across the nation, Delco-matic is virtually trouble-free—the door operator you can install and forget.

Call your local Delco-matic representative or fill out and mail the coupon for additional information.

Delco-matic Garage Door Operators are sold, installed, warranted and serviced by Crawford Door Sales Company, the nation's leading garage door specialists.

**DELCO**



**PRODUCTS**

Division of General Motors

Corporation Dayton 1 Ohio

**DELCO  
PRODUCTS**

Division of General Motors Corporation  
Dept. AB-7; Dayton 1; Ohio

Please send more information on  
Delco-matic Garage Door Operators

Name

Company

Address

City  State

When the job calls for white portland cement . . .



**Specify Atlas White** . . . the uniform white portland cement preferred by builders and contractors. The whiteness of this cement will bring out the true tones of colored aggregates and coloring pigments . . . in terrazzo, precast concrete panels, stucco and masonry mortars. It is non-staining, too . . . a must in mortar mixes for backing, setting and pointing limestone units . . . and setting and grouting ceramic tile. Use it for colored or white concrete projects such as screen walls, patios, posts, benches, flagstones, swimming pools, sidewalks. Also available in air-entraining and waterproofed types. Complies with ASTM & Federal Specifications. See your building supply dealer — or write to: Universal Atlas Cement, 100 Park Avenue, New York 17, N. Y.

"USS" AND "ATLAS" ARE REGISTERED TRADEMARKS



**Universal Atlas Cement  
Division of  
United States Steel**

WG-2

OFFICES: Albany • Birmingham • Boston • Chicago • Dayton • Kansas City • Milwaukee • Minneapolis • New York • Philadelphia • Pittsburgh • St. Louis • Waco



Homes sell faster — at full price — when they feature “the light idea” by Virden. This new concept in home lighting enables you to provide the right lighting mood for every occasion, to bring out the full beauty of your built-in features, to safeguard and protect, inside and outside the home. It’s a quality feature you can demonstrate, lets you sell day and night.

And the wonderful thing about “the light idea” is how little it costs! For only a little more it gives your home an exciting, wanted sales feature, worth far more than its small cost!

Put “the light idea” by Virden to work selling for you. See your local Virden distributor. He is listed under “Lighting” in your telephone book. Or mail the coupon below for a copy of our new “light idea” catalog. 52-pages in full color showing the new line of Virden lighting plus dozens of “light ideas” for you to use.



# virden

## LIGHTING



A Division of the John C. Virden Company  
Cleveland 3, Ohio  
In Canada, John C. Virden Co., Ltd., Toronto, Ontario

Which of these four Virden “light idea” fixtures will add new sales appeal to your homes?



**New! Sunshine Ceiling!** For kitchen or bathrooms. Complete packaged units, 4” x 4” and 4” x 6”. Installs on regular ceiling. V-8044.



**New! Accent Lighting!** Add glamor and sales appeal to your built-ins. V-6290 shown is just one of a dozen designs.

**New! Colonial chandeliers!** Gleaming brass with hand cut crystal shades. An exciting collection including matching wall brackets. V-1476.



**New! Contemporary pulldowns!** The finishing touch for your homes. Wide selection of styles, sizes and finishes. Shown is V-1460.

Virden Lighting, Dept. AB  
5209 Euclid Avenue, Cleveland 3, Ohio  
I want to know more about “the light idea”. Mail me your new “light idea” catalog and the name of my local Virden distributor.

Name

Address

City  Zone  State



# PLUGMOLD®

## GIVES MORE OUTLETS FOR LESS MONEY

Time-saving installation on any surface in any building makes PLUGMOLD lowest-cost way to provide plenty of outlets wherever your customers will use several appliances. Many types cover all job possibilities. Ask electrical contractors who have used it!



## WIREMOLD®

THE WIREMOLD COMPANY • HARTFORD 10, CONN.

PLUGMOLD 2000 (UP TO 3 NO. 12 CONDUCTORS)

PLUGMOLD 2100 (UP TO 10 NO. 12)

PLUGMOLD 2200 (UP TO 3 NO. 6; 10 NO. 10)

PLUGMOLD 3000 (UP TO 8 NO. 6; 10 NO. 8)

VARIOUS SIZES AND SPACING. ALL-STEEL, GROUNDING.

ALL PLUGMOLD IN BUFF OR GRAY PRIME COAT

The Wiremold Company, Hartford 10, Conn.  
Please send FREE PLUGMOLD DATA to:

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

A7

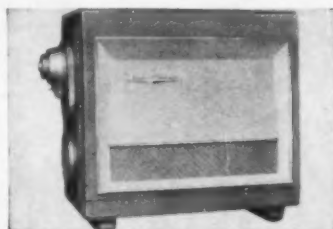
## NEW PRODUCTS



### Tile revives this kitchen

Ceramic tile with design pattern was used to update this California kitchen. Hermosa Dura-Glaze covers the drainboard and walls. Product provides easy-to-clean surface for kitchen work. Tiles are free from fading, burning.—Glad-ding, McBean & Co.

Circle No. Y26 on reply card, p. 134



### Modern look for heaters

Updating a heating system made easy with use of Duo-Therm home heaters. New 1959 line is redesigned in modern two-toned cabinets. Line has both oil and gas heaters of from 27,500 to 75,000 btu heating capacity. Wall furnaces install easily in both old and new houses, take a minimum of space.—Motor Wheel Corp.

Circle No. Y27 on reply card, p. 134



### New walls out of old

Marlite Random Plank can be installed directly over old walls. The 16 x 96" planks are 1/4" thick with tongue-and-groove edges; go up easily. In birch, oak, walnut, and cherry patterns. All with durable baked melamine plastic surface. Matching cove, corner and base.—Marsh Wall Products Inc.

Circle No. Y28 on reply card, p. 134



### Build in the radio

Here's a convenient Flush Wall radio that can be installed during remodeling operations. Radio is five-tube, AC/DC model with built-in steel box 6 1/2" x 9 5/8" x 3 3/8" deep. Panels are plastic or Masonite, 7 1/8" x 11 1/8". Builder's price: \$31.40 complete — Flush Wall Radio Co.

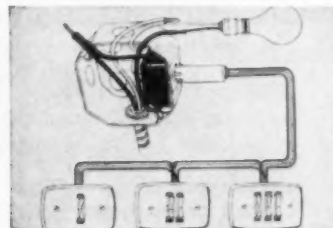
Circle No. Y29 on reply card, p. 134



### Save space with ovens

Specially designed to produce a good-looking kitchen: this new built-in oven and cook top. Units come in gas or electric, a choice of ten decorator colors. Space-saver ovens fit standard 24" wide cabinets; cook tops come in 26", 36", and 42" drop-in sizes. Lift-off oven doors have slim birch handles.—O'Keefe & Merritt Co.

Circle No. Y30 on reply card, p. 134



### Relight on one switch

You can update the lighting of an old house and at the same time provide the convenience of remote-control switching. Remcon low-voltage control unit is flexible, combines relay and transformer in one unit. Uses low-voltage #18 wire.—Pyramid Instrument Corp.

Circle No. Y31 on reply card, p. 134



OTHERS SELL VENTILATION



## *Trade-Wind* SELLS COMFORT!

Combine the quality features of Trade-Wind Space Saver Hoods and the result is GREATER COMFORT for the customer.

This new line of Trade-Wind Ventilating Hoods gives the customer:

- . . . Quiet, powerful ventilating that tops everything on the market.
- . . . Cabinet space entirely free for storage.
- . . . A new style trend in hood design which is highlighted by the custom look of Trade-Wind craftsmanship.

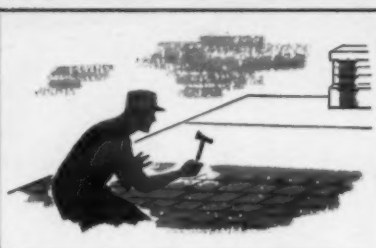
All this means greater comfort and satisfaction for the user.

*Trade-Wind Motorfans, Inc.* 7755 PARAMOUNT PLACE, DEPT. AB, PICO RIVERA, CALIF.  
DIVISION OF ROBBINS & MYERS, INC.

A FAMOUS LINE OF QUALITY BUILDING PRODUCTS...



**"CHINGS BY CELOTEX."** Sound quieting and decorative . . . today's mark of a modern home. New fissured or perforated Hush-Tone! Tile and printed Designer line, offer wide choice.



**TRIPLE-SEALED\* ASPHALT SHINGLES.** Color-harmonized. Complete line includes strip shingles in standard weight, new square-tab wind-resistant Celo-Lok\* and self-sealing Celo-Seal† shingles.



**CELO-ROK\* PLASTERS & LATH.** Base and finish-coat gypsum plasters, "tailor-made" to assure proper setting qualities for your area. Plain, perforated, foil-backed or long-length lath.

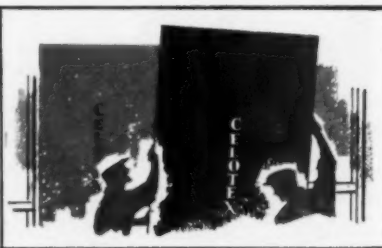
## It pays to build



**MINERAL WOOL BLANKETS.** Preferred ceiling and wall insulation. Spun-Process manufactured for lighter weight, extra resiliency. Built-in vapor barrier. Reflective and regular types. Full, medium and utility thicknesses.



**INSULATING ROOF SLABS.** Roof deck, insulation, built-in vapor barrier, finished ceiling, plus continuous vapor seal at all joints. (Or without vapor seal and barrier.) Ideal for exposed-beam construction.

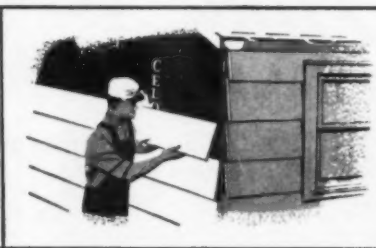


**INSULATING SHEATHING.** Industry's most complete line, including new **STRONG-WALL†** for direct nailing of shingles . . . plus famous Life-of-Building Guarantee. A type for every purpose, every budget.

## with famous products



**CELO-ROK\* GYPSUM WALLBOARDS.** High-purity gypsum deposits plus rigid quality control in manufacture insure uniformly superior wall-board products. Also a complete line of joint finishing products.



**HARDBOARD SIDINGS.** Beautiful, durable, easy to paint. Channel-Lap\* applies with aluminum channels; factory primed; invisibly fastened; self-ventilating. Verti-Groove\* offers vertical plank effect. Textbord\* striated surface panels or shingles.



**FLEXCELL\* EXPANSION JOINT.** Asphalt impregnated fiber board. Non-extruding, resilient. Pre-cut strips. For use wherever concrete meets concrete. Also for perimeter insulation of slabs at grade; sill sealer; plate sealer. Variety of thicknesses.

# "by CELOTEX"

REG. U. S. PAT. OFF.

†TRADE MARK  
\*REG. U. S. PAT. OFF.

*pre-sold through over a third of a century of national advertising!*



**Top award-winning display available to builders!** New "Brand Names Display" for model homes (above) won NAHB "Ideas for Builders" contest. Available to builders featuring products by Celotex and other famous brands. For further information, write The Celotex Corporation.

Your prospects have confidence in the brand name **CELOTEX**. It says "quality built." Speeds decision. Helps sell homes. Put the power of this famous-name line of products to work . . . for you . . . now!

**CELOTEX**  
REG. U. S. PAT. OFF.  
**BUILDING PRODUCTS**

For samples . . . helpful literature . . . construction data . . . contact your Celotex representative or dealer . . . or write direct to  
**THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS**

## BUILD HOUSE SALES

with...



# calder

OVERHEAD SECTIONAL GARAGE DOORS  
the door that floats on lifetime bearings

## 1 QUALITY

**GUARANTEED FOR THE LIFE OF THE DOOR.** Only Calder doors float on lifetime bearings. All rollers and sheaves are permanently grease packed at the factory. Calder Wedge-Tight action fits like part of the wall.

Even a child can raise a Calder door. (New Snap Latch action locks door shut automatically).

## 2 SALES and SERVICE

In your Demonstration homes, trained Calder salesmen spark interest with radio controlled doors... provide free, colorful literature... demonstrate famous Calder quality to help sell the house!

## FREE CATALOG...

Illustrates full line of residential and commercial garage doors, many more top quality features.

# calder

MANUFACTURING  
COMPANY

LANCASTER 12, PENNSYLVANIA

## NEW PRODUCTS



### Help find new space

These "Space Saver" wall closets are a natural for building in new storage space. Choice of six models in various heights and combinations. All available in gum wood for painting or in birch for natural finishing.—The Mengel Co.

Circle No. Y32 on reply card, p. 134



### Put gold on your floors

Called "Lode O'Gold"... it's a vinyl-asbestos tile by Matico. Especially good for updating floors. Pattern comes in four colors: golden birch, cedar, ash, and ebony. Gold-colored design runs through pattern. Aristoflex tile is part of Aristoflex series; comes in 9 x 9" size, grease-resistant.—Mastic Tile Corp. of America.

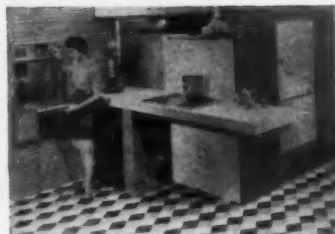
Circle No. Y33 on reply card, p. 134



### Speeds your remodeling

You can accomplish production-type planing jobs with this new direct-drive power plane. Manufacturer has designed the tool for fast, precise edge work. Operates at speeds up to 21,000 rpm. Built-in features include 1-HP motor; adjustable cutting depth.—Black & Decker Mfg. Co.

Circle No. Y34 on reply card, p. 134



### Oven "doubles" features

Split-level electric oven is entirely automatic. Giant-size upper oven contains 5,635 cu. ins., with 3,000-watt broiler and 1,800-watt bake elements. Roomy lower oven. New model is 40 3/4" high, 22 1/4" wide and 25" deep.—Preway, Inc.

Circle No. Y35 on reply card, p. 134



### Adhesive speeds installation

New type waterproof adhesive allows installation of cork tile on grade-level subfloors. Speeds your job of floor remodeling or room addition. Cork Tile and Custom Vinyl Cork Tile may be used throughout basementless house. Bureau of Interior Decoration offers remodeling help to builders.—Armstrong Cork Co.

Circle No. Y36 on reply card, p. 134



### Griddle installs easily

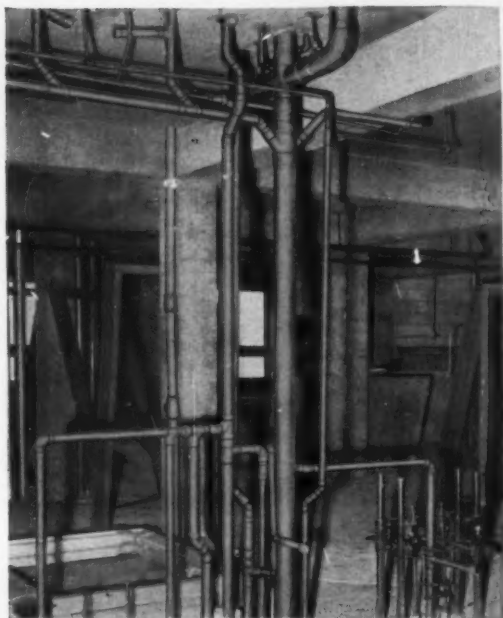
"Super Thin" single-griddle top unit requires no front cutout. Can be installed without disturbing the drawer space beneath the unit. Contains a griddle of 143 sq. in. with a built-in thermometer and griddle cover. Space can be used as work area when griddle is not in use.—Modern Maid, Tennessee Stove Works.

Circle No. Y37 on reply card, p. 134

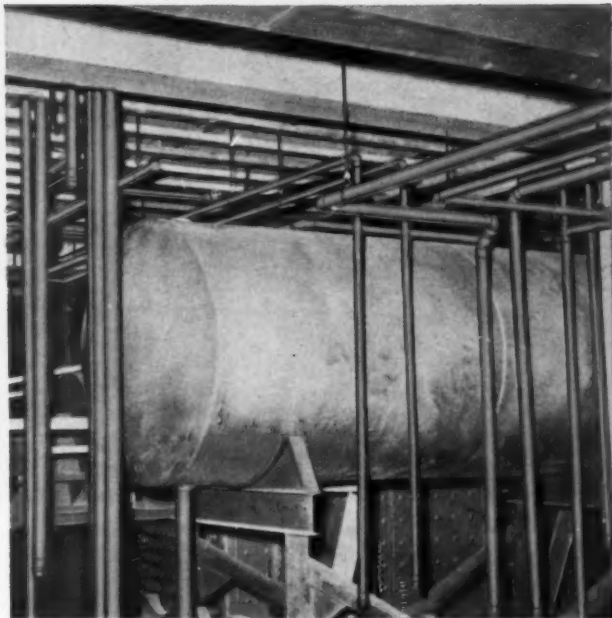


# ALL-COPPER

plumbing chosen for  
new Butte hospital  
because it cost no  
more—saved space—offered economies in maintenance



**WATER SUPPLY AND SANITARY DRAINAGE.** Roughed-in piping system for rest rooms and therapy service shows how compact assemblies of copper tube and solder-joint fittings save valuable floor and overhead space. General Contractor was Dan J. Mooney, Butte, Mont.



**HEATING SYSTEM:** Copper tube piping for hot-water heating system, awaiting installation of boilers. Over 6 miles of Anaconda wrought-copper and cast-brass solder-joint fittings for plumbing and heating system supplied through M & L Supply Co., Inc., plumbing wholesaler, Butte, Mont.

The \$2,100,000 Silver Bow County Hospital, Butte, Montana, is the first major public building in the state to have all-copper plumbing—for sanitary drainage lines, water supply, and heating.

*What the architect says:* "In specifying materials to be used in a building, we feel it incumbent on the architect to select those materials that have longer life and contribute to low maintenance costs. For this reason, we selected copper tube for all plumbing lines in Silver Bow County Hospital. In a hospital there are many plumbing lines; they are all concealed; and the use of less durable materials would not give true economy in the operation of the building." Norman J. Hamill, Norman J. Hamill & Associates, A.I.A., Butte, Montana, and Idaho Falls, Idaho.

*What the plumbing contractor says:* "In a hospital, intricate systems are the rule rather than the exception and the use of copper in Silver Bow County Hospital made it possible to complete all lines with greater ease and speed than would have been possible with other materials. . . . Copper tube requires less space in par-

titions and other areas of concentrated services. Its use also made it possible to fabricate bends, connections, etc., at a workbench with the result that final installations were made in one operation with a minimum of effort. . . . Particularly in hard-to-get-at places overhead, copper's lighter weight than other materials was a factor that appealed to us." Floyd J. Stewart, Reardon Plumbing & Heating Co., Butte, Montana.

For more information on ALL-COPPER plumbing, write: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont.

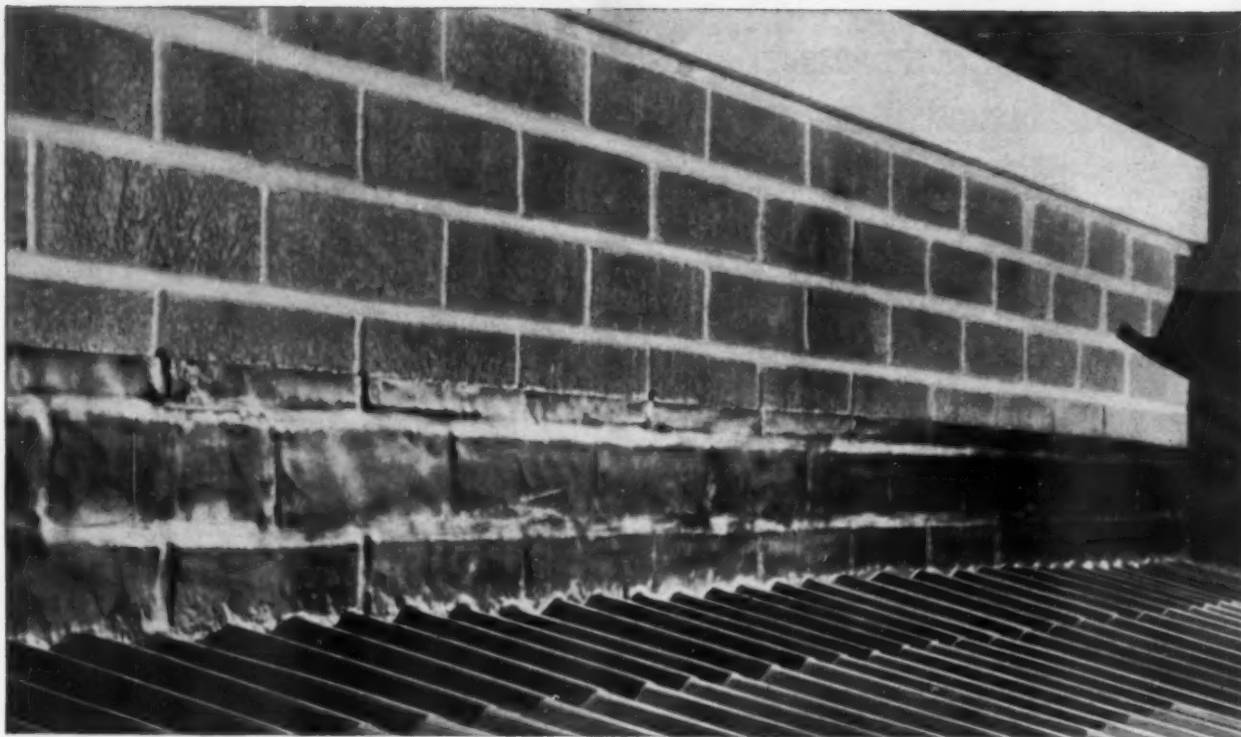
## ANACONDA®

**COPPER TUBE AND FITTINGS**  
**PRODUCTS OF THE AMERICAN BRASS COMPANY**

Available through Plumbing Wholesalers



## BUILDING PRODUCTS



*Two brand-new ways to simplify and improve roofing . . .*



## **SARALLOY® 400**

*Elastic, flexible flashing . . .  
self-sealing, weatherproof,  
easy to install*

Dow's new elastic flashing provides on-the-job fabrication to fit any contour. Saraloy 400 is easily bonded to most building materials, including concrete, metal, wood, masonry and glass-reinforced plastics. No special tools are necessary.

This thermoplastic flashing can be finished with regular exterior paint, but painted or not, it is waterproof and weatherproof . . . won't crack, corrode, check or peel. It's self-sealing around nails driven through it. Saraloy 400 is priced competitively and its cost per year of service is much lower than other flashing materials.



## **ROOFMATE**

TRADEMARK

*Prefabricated insulation  
bars moisture,  
goes down fast and easy*

Roofmate, Dow's new built-up roof insulation, reaches a new high in durability and ease of application. Designed for normal hot roofing procedure, it requires no special equipment or skills. It's easy to cut and fit, and cleanup costs are reduced because Roofmate is unpackaged. Just remove the bands from the easy-to-handle 38-lb. bundles and Roofmate is ready to go to work! Less susceptible to damage than many other types of insulation, Roofmate lasts years longer and delivers *permanent* insulating efficiency. In most cases it serves as its own vapor barrier.

Both of these materials help builders do a better job and do it easier. They simplify handling, fabrication and installation, and contribute to the economical construction of quality buildings . . . cause fewer complaints from owners. For more information, write to Plastics Sales Department 2208D7.

**THE DOW CHEMICAL COMPANY  
MIDLAND, MICHIGAN**

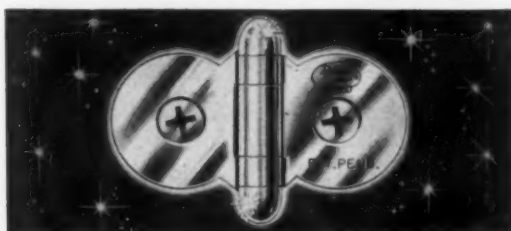
NEW! EXCLUSIVE ON READY HUNG DOORS...

# The "Magic Circle" Hinge!

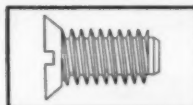


- ▶ Positively Self-Aligning
- ▶ 2½ Times Stronger than ordinary hinges
- ▶ Non-Rising Hinge Pin

## Another first for Ready Hung Doors



The amazing "Magic Circle" hinge is positively self-aligning. The single, large diameter, deep-thread screw, assures automatic hinge alignment, simply by closing the door — has 2½ times the holding power of ordinary 3 screw hinges. And what charm and sales appeal they add to any home — at no extra cost.



## Exclusive on Ready Hung Doors

The beautiful "Magic Circle" hinge is just one more quality plus on these precision engineered, single package units. Completely assembled, door — with frame trimmed on both sides — and hardware installed, arrives in perfect condition. Adjustable jambs adapt to any wall 4¾" to 5½". Easily installed in less than 20 minutes. Door styles to fit any need. Save on labor — and overhead costs — choose Ready Hung Doors — with the "Magic Circle" Hinge.

"Magic Circle" matching Bolt Lock and Strike Plate included at no extra cost.



See your dealer today or write for information:

PAT. NO. 2489029



OTHERS PENDING ©RHD Corp.

## READY HUNG DOORS ARE MADE BY THESE LEADING WHOLESALERS

ALBANY, N. Y.  
Iroquois Millwork Corp.  
BILLINGS, MONT.  
Building Service, Inc.  
BIRMINGHAM, ALA.  
National Woodworks, Inc.  
BOSTON, MASS.  
A. W. Hastings & Co., Inc.  
Sommerville 44, Mass.  
BUFFALO, N. Y.  
Iroquois Door Co.  
The Whitmer-Jackson Co.

CHICAGO, ILL.  
Morgan Sash & Door Co.  
CINCINNATI, OHIO  
Acme Sash & Door Co.  
CLEVELAND, OHIO  
The Whitmer-Jackson Co.  
Massillon, Ohio  
DAYTON, OHIO  
Dayton-Akron Sash & Door Co.  
GRAND RAPIDS, MICH.  
Porter-Hadley Co.

HOUSTON, TEXAS  
Southwest Sash & Door Co.  
HUNTINGTON, W. VA.  
Iron City Sash & Door Co.  
INDIANAPOLIS, IND.  
Midland Bldg. Industries, Inc.  
KANSAS CITY, MO.  
Rust Sash & Door Co.  
LOS ANGELES, CALIF.  
Ready Hung Door Mfg. Co.  
Burbank

MARION, IND.  
General Millwork Corp.  
NEW YORK, N. Y.  
Bailey-Whalen Co.  
West Orange, N. J.  
OAKLAND, CALIF.  
Ready Hung Door Mfg. Co.  
PITTSBURGH, PA.  
Iron City Sash & Door Co.  
ROCHESTER, N. Y.  
The Whitmer-Jackson Co.

SAGINAW, MICH.  
Flint Sash & Door Co.  
ST. LOUIS, MO.  
Imse-Schilling Sash & Door Co.  
ST. PAUL, MINN.  
Minnesota Wood Specialties, Inc.  
SEATTLE, WASH.  
Builders Products, Inc.

SPRINGFIELD, MO.  
Southern Supply Co., Inc.  
SYRACUSE, N. Y.  
Iroquois Door Co.  
TOLEDO, OHIO  
Allen A. Smith Company  
TORONTO, CANADA  
C. Lloyd & Son Limited

READY HUNG DOOR CORP., FORT WORTH 2, TEXAS



# Announcing...Dynamic new

## WILLIAMSON

### SPECIAL SERIES Gas and Oil Furnaces

- Exclusive *Seal-Tite\** Design
- Interchangeable... Gas or Oil Fuel
- Factory assembled, wired and fire tested
- AGA Seal of Approval
- Designed for Air Conditioning
- 10 Year Factory Guarantee

A dramatic addition has been made to the Williamson Complete Product Line... the years ahead SEAL-TITE\* design in a sleek, two-tone decorator gray cabinet for furnaces! These units have real consumer appeal. Engineered for maximum air flow with SEAL-TITE\*... and, best of all... these units are dust tight!

Smaller and more compact per BTU than any other furnace with as many exclusive features!

Complete interchangeability... install temporarily with oil and when gas fuel is available, convert to gas with an AGA listed package!

Especially designed for use with Air Conditioning... addition of Coil and Outdoor Condenser converts units into a Yearound\* Air Conditioner.

ALL UNITS ARE 22½" WIDE

BTU	DEPTH (in inches)		HEIGHT (in inches)		
	HI-BOY OR COUNTER-FLOW	LO-BOY	HI-BOY	LO-BOY	COUNTER-FLOW
75,000*	25	41	62	44½	65
100,000	29	47	62	44½	65
125,000	32	52	62	44½	65
150,000	35	55	62	44½	65
175,000	40½	—	67	—	70
200,000	45½	—	67	—	70

\*Not available for oil fuel



Hi-Boy Model



Lo-Boy Model  
with Air Conditioning



Counter-Flow Model

*Years Ahead Design*

For detailed  
information,  
send coupon!

THE WILLIAMSON COMPANY  
3330 S. 7 Madison Rd., Cincinnati 9, O.

I want more information on the new Williamson  
Seal-Tite Special Series Furnaces.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Mr.  
Builder..



**BUILT-INS are  
MONEY MAKERS!**  
INTERCHANGEABLE BUILT-INS  
WILL HELP SELL HOMES

THE NEW  
**Modern Maid**

GAS and ELECTRIC BUILT-INS  
are  
**INTERCHANGEABLE**



**TENNESSEE STOVE WORKS**  
CHATTANOOGA 1, TENNESSEE

here  
is  
the  
**NEW**

**TECO U GRIP**

the engineered  
joist hanger that **COSTS LESS**

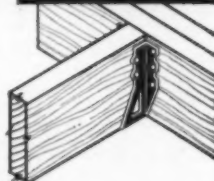
Fast and easy to install • two sizes  
fit 2x6's to 2x14's • saves ledger  
stripping, notching, shimming • weigh  
less — thus cost less to ship • cost less  
than conventional type hangers • easy  
to stock.

**TIMBER  
ENGINEERING  
COMPANY**

1319 18th St., N.W.  
Washington 6, D.C.  
AB-595

Please send design data on Teco-U-Grips

Name.....  
Firm.....  
Street.....  
City..... State.....



## NEW PRODUCTS



### Unit up-dates the bath

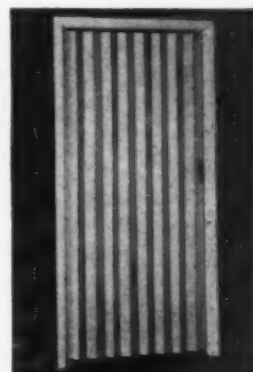
Striking new design plus choice of six decorator colors make this water closet a good choice when remodeling baths. Priced for the modest budget, this washdown unit features improved flushing action. Engineered for easy installation, it has only two bolt holes.—Eljer Co.

Circle No. Y38 on reply card, p. 134

### Individualize the entrance

Entrance door innovation provides customized remodeling at economy cost. Remodelers can offer more than 1,500 door designs with a stock door. Basic door of ponderosa pine comes with 12 custom detailed insert panels. Mixing of the colors, and glazed, solid or louvered inserts creates designs.—Morgan Co.

Circle No. Y39 on reply card, p. 134



### Door saves time and labor

Versatile fabric door saves the remodeler both time and labor. Installation is a fast and simple process. Needs no special tools. Doors are well-suited for use on closets, doorways, as dividers, and in kitchenettes. Available in a wide selection of sizes and colors.—Columbia Mills, Inc.

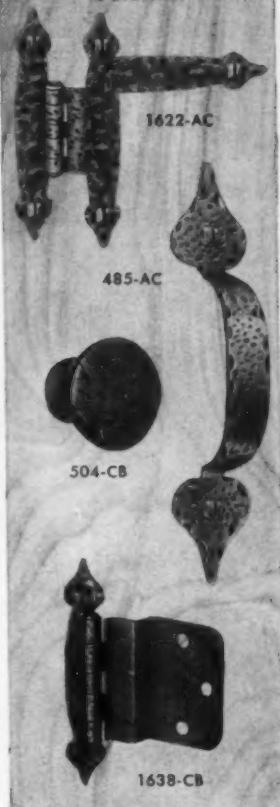
Circle No. Y40 on reply card, p. 134

when you build or remodel...use  
**AMEROCK CABINET HARDWARE**  
 for more eye appeal at eye level...

### Contemporary



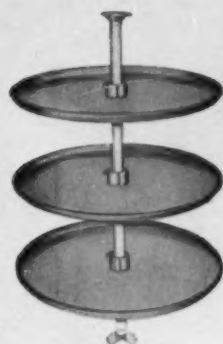
### Colonial



### Hinges & Catches



### Turn-A-Shelf



### Drawer Slides

Bottom-Mounting  
 Side-Mounting

### Hide-A-Shelf



*put more  
 sales appeal  
 into your kitchens*

It's just good sales sense to put extra value where *She* can see it... and no other feature at the same cost equals beautiful Amerock cabinet hardware for eye appeal at eye level. Write for full details.

**Amerock**

SEE YOUR AMEROCK  
 HARDWARE SUPPLIER  
 FOR FREE EYE-APPEAL KIT,  
 OR  
 WRITE DEPARTMENT AB-7

**AMEROCK  
 CORPORATION**  
 ROCKFORD, ILL. • WILMINGTON, DEL.

## MORE USABLE SPACE—MORE SALES APPEAL with both front and backwall "OVERHEAD DOOR"





## Portland builder says there is No extra cost for this big bonus feature that helps sell homes

In Portland, Oregon's Raleighwood, two-wall installations of The "OVERHEAD DOOR" have proven highly successful in attracting prospects, and closing home sales. "OVERHEAD DOOR" used as movable walls at opposite ends of a convertible garage, transforms the garage into a daylight breezeway, or a moonlight ballroom.

**LA VERN HUGHES**, builder, points out, "When the multiple use of the convertible garage is considered, along with the fact that framing and siding are not necessary, this attractive feature is made available at no extra building cost."

**MR. ARTHUR J. ARELLANO**, Building Director of Raleighwood, writes: "We are all very pleased with

the results of the home. It sold on its first showing, plus an order for a duplicate house with convertible garage, and we feel that the convertible door units were definitely a factor in its acceptance."

**ALBERT H. GIRSBERGER**, Sales Manager, adds "Public acceptance was tremendous . . . My wife and I are planning to build a new home at this time, and we will definitely have the extra OVERHEAD DOOR installed."

For further information about the use of The "OVERHEAD DOOR" in garage conversions, see "Overhead Door" in the White Pages of your directory, or mail the coupon below today.

### HERE'S HOW ANOTHER BUILDER ESTIMATES COST OF MATERIAL AND LABOR FOR WALL OPENING EQUIVALENT TO THAT TAKEN BY 16' x 7' OVERHEAD DOOR

FRAME		BRICK	
Each window (approx.)	\$24	Windows (same as frame)	\$24
Service door, header, framing, hardware and labor	28	Door (same as frame)	28
Amount saved in siding, studs, sheathing and labor (minus cost of header)	26	16 x 7 area in brick minus header	85
Block footer and labor	9	Block, footer and plaster	28
Any inside finish	19		
<b>GROSS SAVING \$106</b>		<b>GROSS SAVING \$165</b>	



### The "Overhead Door" made only by **OVERHEAD DOOR CORPORATION** *Originator and perfecter of upward-acting sectional doors*

**GENERAL HEADQUARTERS**  
Hartford City, Indiana

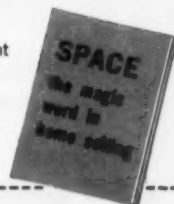
**MANUFACTURING DISTRIBUTORS:**  
Cortland, N.Y. — Hillside, N. J.  
Lewistown, Pa. — Marion, Ohio  
Nashua, N. H.

**MANUFACTURING DIVISIONS:**  
Dallas, Texas  
Portland, Ore.  
In Canada:  
Oakville,  
Ontario



FOR 38 YEARS more people have bought The "OVERHEAD DOOR" than any other brand.

SOLD ONLY by the Overhead Door Company of your city.



**JUST RELEASED!** Write today for free copy of 1959's hottest guide to home selling.

**Overhead Door Corporation, Dept. AB-7**  
Hartford City, Indiana

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## MORE SATISFIED HOME BUYERS



- ⊞ Prevents wood checking, cracking—inside and out
- ⊞ Ends warping, swelling and shrinking of doors, windows
- ⊞ Eliminates tile "pop outs"—protects grout from cracking
- ⊞ Prevents efflorescence of plaster, stucco, brick
- ⊞ Moisture proofs concrete floors prior to laying asphalt or vinyl tile

Deep penetrating, colorless Thompson's Water Seal locks out moisture from any porous material for 5 years and longer. Easy to apply by brush, spray, roller.

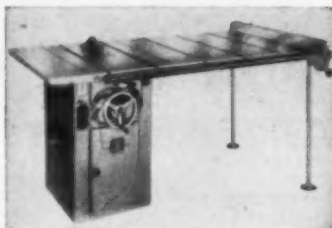
**Recommended by  
Leading Contractors**

Sold by paint, hardware  
and building supply stores.



San Francisco • Los Angeles • San Diego •  
Portland • Chicago • Seattle • Denver • Dallas  
Houston • St. Louis • St. Paul • Detroit •  
Philadelphia • New York City • Memphis •  
Cleveland • Factory: King City, California

## NEW PRODUCTS



### Table extends to 62½"

Stamped steel table extensions are available for the Monomaster 10" Tilt Arbor Saw. Makes it easier to rip large plywood panels and cut from longer strip mouldings and boards. Each extension is 10½" wide and can be easily installed on all Monomaster models.—Boice-Crane Co.

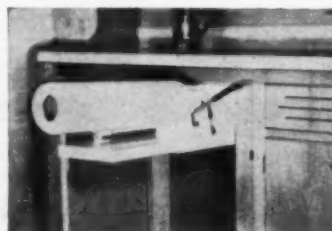
Circle No. Y41 on reply card, p. 134



### Co-ordinate color in kitchens

Kitchen ventilating hoods now come color-co-ordinated with built-in gas ranges, and sinks. Enables the remodeler to mix, match or blend appliances with kitchen color scheme. Durable vent hoods have double-blower fans with built-in filters. Come in 30", 36", and 42" sizes.—Caloric Appliance Corp.

Circle No. Y44 on reply card, p. 134



### Install an ironer

Latest idea for an efficient step-saving kitchen is a built-in ironer. Model 5910 Portable Electric Ironer readily fits into kitchen remodeling plans. It requires only 10" of cabinet space, and with "Bild-in" mounting brackets is easy to install.—Armstrong Products Corp.

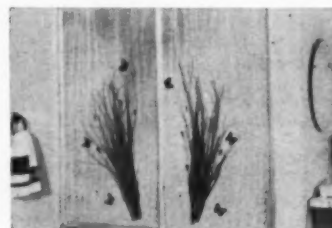
Circle No. Y42 on reply card, p. 134



### Boiler saves useful space

Compact boiler needs a minimum of floor space. Smart styling and compact construction make it a good model for installation in converted basement-recreation rooms. Also can be conveniently placed in a closet. Fully automatic, it stands 33½" high. Operates economically, efficiently.—American Standard.

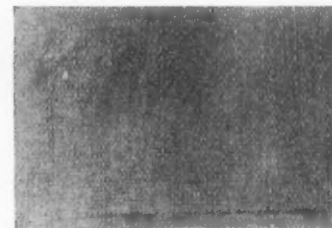
Circle No. Y45 on reply card, p. 134



### Create a bath with appeal

Decorative, light-weight, shatter-proof Muralon shower enclosures will create eye appeal and "sell" appeal in an added or remodeled bath. Designs and color effects are created with laminated leaves, grasses and butterflies. Enclosures are framed in aluminum. Ready to install.—Nat'l Aluminum Co.

Circle No. Y43 on reply card, p. 134



### Pattern the walls

An attractive and easy way to add new life to an old room is to recover the walls. One of the latest in vinyl wall coverings is the "Straw Weave" pattern from B. F. Goodrich. This pattern reproduces the texture of handwoven straw. Available in a selection of 17 colors.—B. F. Goodrich.

Circle No. Y46 on reply card, p. 134

# NEW BRIGGS BATHTUB

*with features that count!*



## *Again Briggs Beautyware proves brand does make a difference*

Once again Briggs Beautyware asserts its leadership with its latest bathtub line . . . a designing achievement available in the new Medallion, Pendant, and Signet models. Dramatically simple good looks, blended with advanced new features that count, give these recessed tubs unquestionable appeal to home owners.

There's the new full-length seat, the slip-resistant bottom, the roominess for bathing comfort, plus a recessed toe panel at floor level for extra foot room.

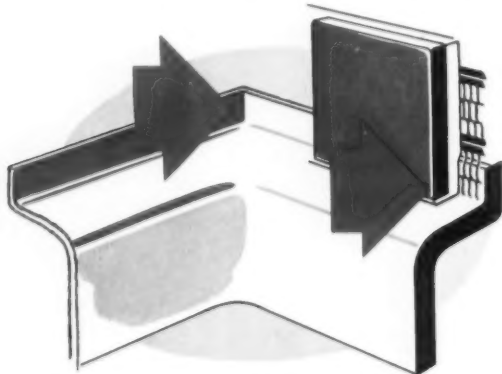
Add to this Briggs smooth, easy-cleaning finish in compatible colors and you'll agree this new bathtub line proves brand *does* make a difference in selling your home.

Briggs Beautyware, incidentally, will introduce this exciting new bathtub to your customers in full-page color ads to appear in current issues of *Better Homes and Gardens*, *House Beautiful*, *American Home* and *Building Manuals*. You'll find them remarkably effective selling tools.

# Here's what makes Briggs new bathtub the most profitable, most advanced design ever!



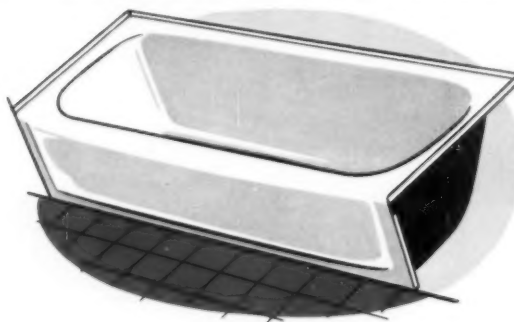
→ **New Seam-Free, One-Piece Construction** of Briggs new tub assures a trouble-free life for both seat and straight-front models. Straight edges at base and top of seat model (shown) simplify installation of floor tile, linoleum, or wall panels. And the sleek new styling adds a distinctive look to your bathrooms.



→ **Extra Strong, Lightweight vitreous enameling** iron tub weighs just 120 pounds . . . two-thirds lighter than cast iron tubs weighing 375 pounds . . . yet the enameling iron is far stronger. This weight advantage means faster and easier installation . . . elimination of costly reinforcements.



← **Lower Installation Costs** are the big "plus" with Briggs new bathtub. This free-standing, recessed design needs no supports . . . the H-framework at bottom permits installation without blocks, shims or extra support. Consequently, installation costs much less than with many other types of tubs.



→ **Leakproof Wall Flange** extends up behind the wall surface on all three sides. Corners are drawn together for protection against water seepage. Simply tile over flange and a water-tight installation is achieved . . . still another Briggs feature that proves brand makes a difference in plumbing fixtures.



→ **Full Depth and Full Length** characterize this roomy, seam-free bathtub in right and left models. 16 $\frac{3}{4}$  inches deep, 5 feet long, and 32 inches wide, its porcelain enamel finish is fused *into* not *on* metal . . . colors are fade-proof and acid-resistant—further reasons why your homes should boast the exciting new Briggs Beautyware bathtub line.

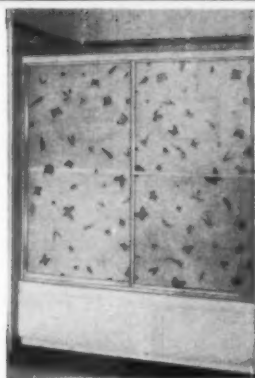
Briggs Manufacturing Company • Warren, Mich.

## BRIGGS

B E A U T Y W A R E



## NEW PRODUCTS



### Add convenience and safety

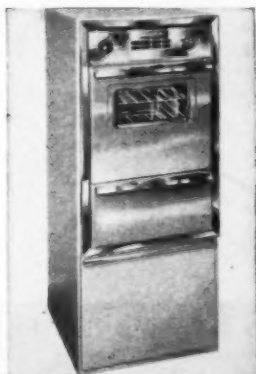
When remodeling baths, add convenience, safety, and enhance decor with this tub enclosure. "Effolite" series features inexpensive, shatter-resistant, reinforced laminated fiber glass. Three designs suit individual taste. Models available for 4' to 5½' tubs.—Theodore Effron Mfg. Co.

Circle No. Y47 on reply card, p. 134

### Closet fronts save time

One man can install this closet front assembly in 20 minutes. It comes completely assembled (including jambs and header), braced and ready to set. Deluxe model has top folding doors for additional storage space. Allows full closet access. Comes in eight sizes.—Precision Parts Corp.

Circle No. Y48 on reply card, p. 134



### Oven cabinet is free-standing

Here's a remodeling aid. This metal cabinet for built-in ovens is free-standing. Model OC-24 is 24" wide, 24" deep and 59½" high. Comes in satin chrome or bronze finish. Will accommodate Roper oven-broiler models 615, 620, 630, and 635.—Geo. D. Roper Sales Corp.

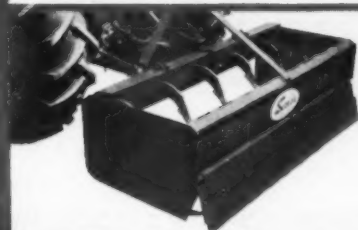
Circle No. Y49 on reply card, p. 134

## Two tough new grading tools at surprisingly low prices!



### New Lone Star Blade

We state flatly, this will be the largest selling light blade in the country, because it is the greatest value. All welded, sturdy, 240 lb. construction. 13" mouldboard plus 6" replaceable cutting edge of ½" grader-blade steel. 8 adjustments for angling and reversing. And...in most parts of the country it retails for under \$100!



### New Soil Scraper

At last, a scraper that really takes the ground. Can scarify and scrape at same time. Levels, grades, backfills. Curved mouldboard rolls dirt up for full load: 17 and 20 cu. ft. respectively in 66" and 77" models. A heavy duty tool, but favorable plant location means competitive delivered prices.



WRITE TODAY FOR MORE DETAILS

**EQUIPMENT COMPANY**

1012 Singleton Blvd. • Dallas 21, Texas

for interior  
paneling and woodwork

SPECIFY Cabot's

## Cabot's STAIN WAX

CUTS YOUR COSTS

- Stains, waxes, seals in one easy operation
- Creates satisfied customers
- Produces rich, satin-like finish that brings out the delicate shadings of the wood grain
- Seals and protects the wood
- Easy to use, easy to keep clean
- Excellent for all kinds of wood



**SAMUEL CABOT INC.**  
724 Oliver Building  
Boston 9, Mass.

Please send Stain Wax color card

WRITE FOR COLOR CARD TODAY

# NEW RODDIS

veneered

# TIMBLEND

EXCLUSIVE WOOD BLEND PANELS

MANY WAYS SUPERIOR TO HARDWOOD PLYWOOD...YET COSTS LESS!

Timblend, Roddis' amazing man-made board, is now available veneered, in the most popular genuine hardwoods . . . from warm Birch to rich Walnut. New beauty plus highest warp-resistance combine in veneered Timblend to assure finer product quality, at lower cost, in many hardwood plywood applications.

Builders have responded enthusiastically to the introduction of Roddis' new veneered Timblend. Sales have actually tripled in just one year! Here's how you can profit from this "success story."

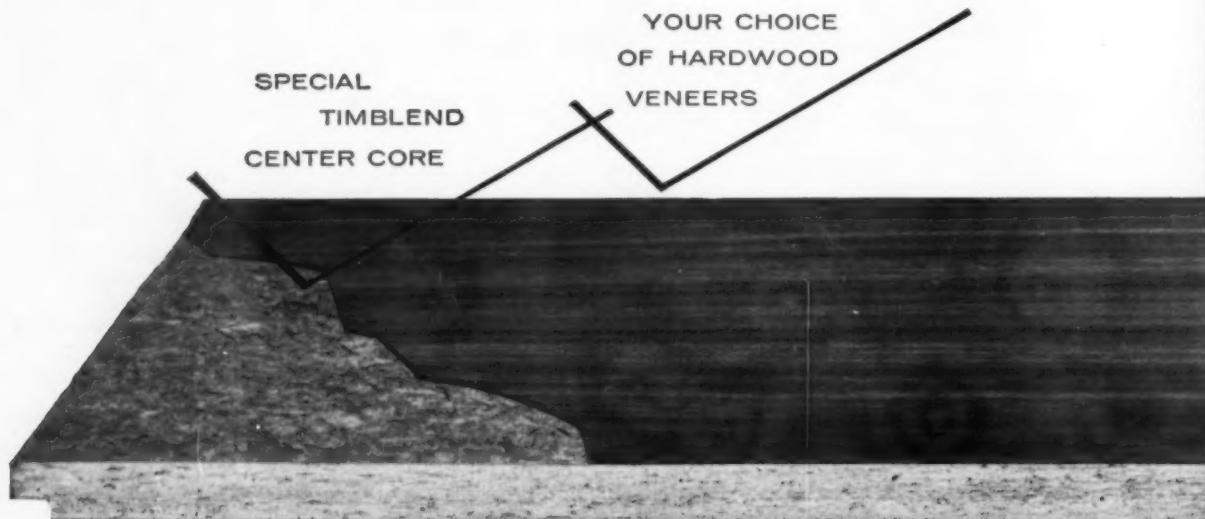
With veneered Timblend you'll get all the richness and beauty of your favorite hardwoods, plus all the proven advantages of its exclusive Roddis man-made core. It's this Timblend core that makes the big difference!

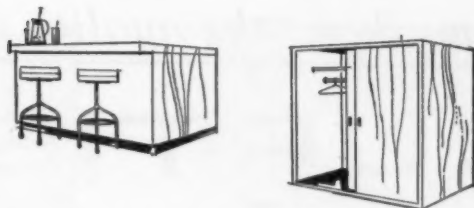
Because of the unique, controlled density, non-grain construction of this core, veneered Timblend machines

beautifully with ordinary woodworking tools or power tools. Saw it. Drill it. Rout and rabbet veneered Timblend. You get smooth, gap-free edges every time. Even lipped edges turn out beautifully! And veneered Timblend has a remarkable dimensional stability that assures highest warp-resistance! Screw-holding ability equals that of the softwoods.

Choose veneered Timblend in any of these best-selling woods: Elm, Birch, Maple, Cherry, Mahogany, Oak, Walnut and many others. Available in  $\frac{3}{4}$ " in common plywood sizes. Other thicknesses and sizes available, prefinished if desired, on special order.

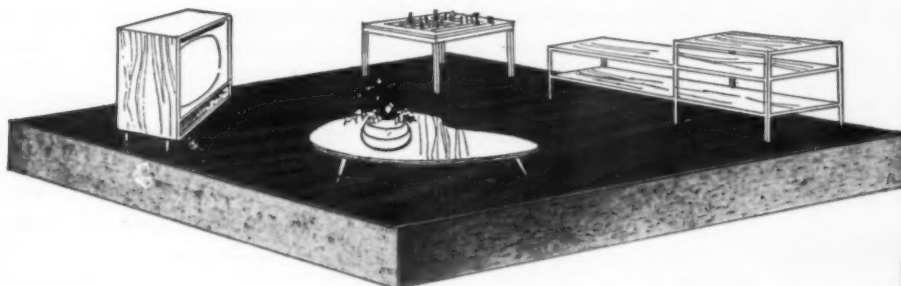
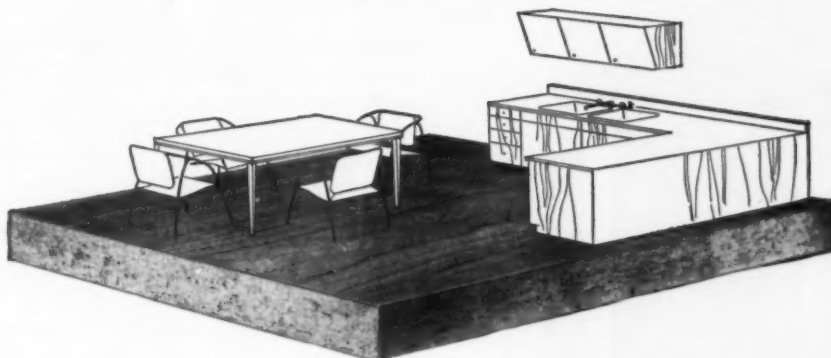
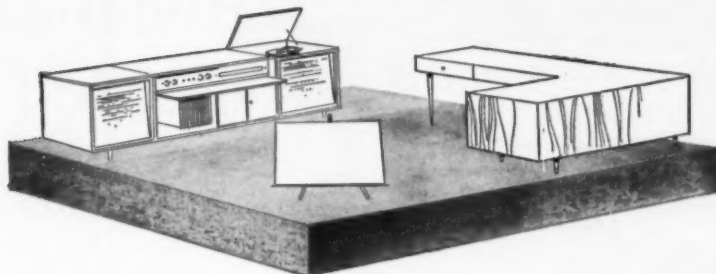
Use veneered Timblend for your cupboard doors, cabinets, built-ins, wardrobes, sliding doors and other hardwood plywood applications. You'll achieve excellent end results at lower cost. Why not send the coupon today for a free sample of veneered Timblend plus the illustrated brochure: "Working with Veneered Timblend"?





**USE BEAUTIFUL,  
WARP-RESISTANT  
TIMBLEND FOR:**

- Cupboard doors
- Counter fronts
- Table tops
- Kitchen cabinets
- TV and Hi-Fi cabinets
- Shelving
- Wardrobes
- Sliding doors
- Store fixtures and displays
- Regular or Filled Timblend (for painting) also available



**FREE!**

**Roddis Plywood Corporation • Marshfield, Wisconsin • Dept. AB-759**

Please rush free sample of Veneered Timblend and brochure: "Working with Veneered Timblend"

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

For today's big market...the quality market...

# CURTIS offers both Individuality and Quality

*plus the I-Q plan to promote them profitably*



Introduce prospects to your quality house through a beautiful Curtis entrance. This is one of many designs in both traditional and contemporary styling.

How will you profit by the brand-new market for quality homes? *House & Home* calls it "a market for more new quality houses than all the houses, big or small, that have been built since 1946." Right now, in your locality, your prospects are *waiting to be sold* houses with more built-in value, more design distinction than they can find in the present market.

#### ***Build better with Curtis I-Q products***

Curtis can help you capture the quality market—with top-quality wood windows and doors, backed by the famous Curtis Guarantee ...with a line so varied that you can give every one of your houses its own distinctive personality.

#### ***Sell successfully with the Curtis I-Q plan***

You'll get the most mileage out of Curtis Individuality and Curtis Quality through the Curtis I-Q selling plan. You'll get the tools to *prove* the extra quality, the extra attention to design refinements that you have added by installing Curtis products. (Some of the high lights are shown on the opposite page.)

Now's the time to build with Individuality and Quality. Now's the time to cash in on the powerful I-Q program. Send the coupon!



Add personality with an attractive Curtis bow window. It complements the design of the exterior, enriches the mood of the interior. Any or all of the casements can be operating sash.





Show Curtis Style-Trend® sliding windows as practical and low-cost design accents. Flanking sash open with a finger's touch, lift out for easy, safe cleaning or painting.

Display quality with a beautiful New Londoner® door that provides a guaranteed long life of trouble-free service. Patented hollow-core construction prevents warping, checking, delamination.



Use Curtis louvre folding doors as dividers for living areas, to enclose closets, utility rooms, wardrobes. Here's a style trend many women are aware of and are looking for.

**They're yours to build sales—all these tools in the Curtis I-Q plan**



**NATIONAL ADVERTISING**  
a big schedule of full-page, full-color advertising in *Better Homes & Gardens*, plus full-page advertisements in *New Homes Guide* and other consumer building manuals.



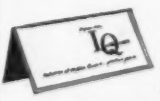
**CURTIS GUARANTEE CERTIFICATE**  
a powerful sales-making tool, as many builders have found!




**BUILDER AWARD PLAQUE**  
certifying you as a quality builder who brings home buyers a high degree of individuality of design with quality materials and workmanship.



**IDEA BOOKLET**  
sketches and ideas for builders to use in staging a unique, new model-home promotion.



**SALESMEN'S SALES CLINCHER**  
a display folder giving facts and figures proving that it pays to buy a quality home, based on a realtor survey.



**POINT-OF-SALE DISPLAYS**  
national ad display easel...window stickers... signs to identify your model homes...plus literature, ad mats, radio and TV scripts, publicity and other localized sales helps.

See what I-Q can do for you—  
Mail the coupon today!

# CURTIS®

Individuality and Quality in doors, windows  
and FashionWood® cabinets

Curtis Companies Incorporated  
200 Curtis Building, Clinton, Iowa

AB-7-59

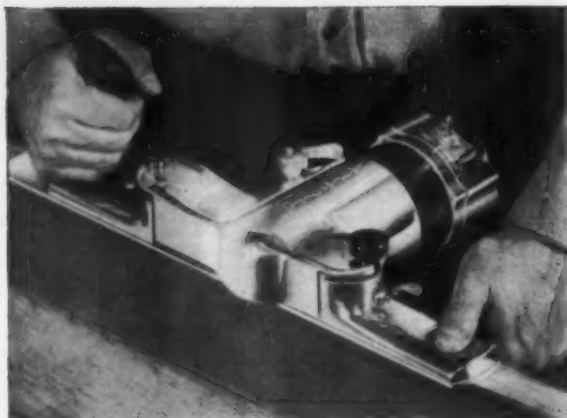
I want to know more about Curtis I-Q plan for more sales and profits.  
☐ Please have your representative explain the plan to me.  
☐ Send full information.

Name.....

Address.....

City.....Zone.....State.....

# 3 NEW ONES FROM BLACK & DECKER



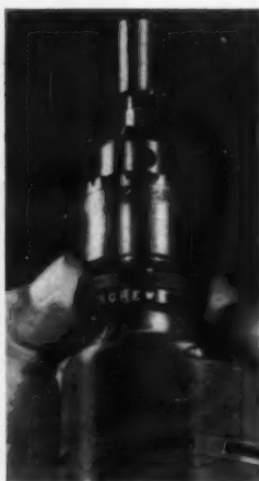
## NEW B&D ROUTER-PLANE

The new B&D Router-Plane is both a  $\frac{1}{4}$  H.P. Router and Power Plane! As a plane, it gives you perfect balance, fast and accurate cutting, easy-to-use depth and bevel adjustments. Extra-length shoe gives greater accuracy in starting cuts. Motor balanced midway between hands for level operation. Longer front handle and thumb rest put you in control of the job at all times. Quickly adapted to Router; powerful B&D-built motor assures continuous, high-speed operation. Complete Kit includes router motor, plane attachment and router base in sturdy metal carrying case.



## NEW B&D DUST-LESS FINISHING SANDER

So dustless, you can sand and paint side by side! The B&D Dust-Less Finishing Sander gives a fine satin-smooth surface without objectionable dust. Sands *with*, *against* or *across* the grain . . . and with truly efficient, healthier dustless operation! This new unit connects to a vacuum cleaner to whisk away dust as it forms, leaves a clean working surface. You can even remodel in an occupied home. Ask your B&D supplier about the new Black & Decker Dust-Less Finishing Sander. Ask also about the regular B&D Finishing Sander for efficient sanding without the dustless feature.

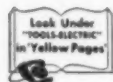


## NEW BLACK & DECKER SCRUB-DRILL

Set the adjusting collar on "DRILL" and you have a Black & Decker  $\frac{3}{8}$ " Drill. Twist the collar to "SCREW" and presto! With a screwdriving bit, the powerful B&D-built motor drives either slotted or Phillips-Head screws. Spindle clutch does not engage until pressure is applied and disengages when screw is "home." Drives up to #10 x  $1\frac{1}{2}$ " wood screws, #12 machine screws and nuts.

**SPECIAL INTRODUCTORY OFFER!**  
6-pc. Screw Pilot Assortment (regular \$3.95) free with every B&D Scrub-Drill! Limited time only.

Ask your B&D supplier about new tools by



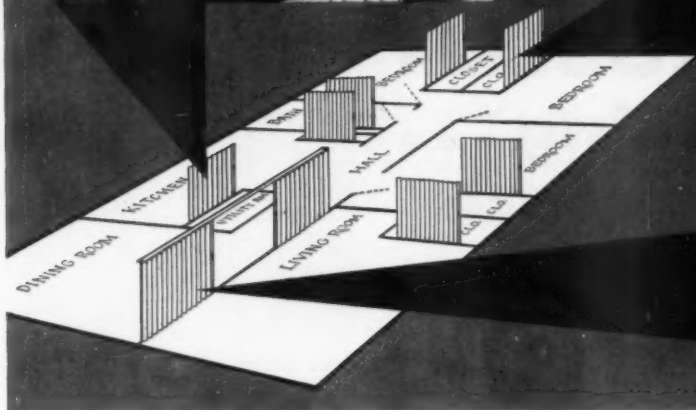
# Black & Decker®

Towson 4, Md. World's Largest Maker of Electric Tools

**WAL-DOR Folding Doors** — most economical solid folding door. Ideal for kitchen, bedrooms.



**STEELITE** — designed for closets and other inexpensive closures. Features full length, S-curved Steel Panels sealed between layers of quality vinyl.



## YOU CAN SAVE \$386\* A HOME BY USING **CLOPAY** FOLDING DOORS

Clopay Folding Doors (with minimum stackback and panel widths) can be installed in minutes (you save hours of labor time). Clopay Folding Doors save eight square feet that old fashioned wood swinging doors waste (you save valuable space). Clopay Folding Doors cost far less, give quality performance — there is a folding door for every purpose, every size (you save big money). Home-buyers love their convenience and smartness! Your savings are important enough to make a substantial difference in your selling price — to put your homes within the reach of more prospective home-buyers!

\*based on floor plan illustrated

**CLOPAY corporation**



CLOPAY SQUARE  
CINCINNATI 14, OHIO

COVERED WITH



SEE OUR CATALOG



**CLOPAY  
FOLDING DOORS**

• *Magic-Fold* •

• *Wal-Dor* •

• *Steelite*

MAIL COUPON.

ASK US TO PROVE IT!



**MAGIC-FOLD Folding Doors**

— "Regal", "Princess" and "Custom" Models for the important rooms. And as room divider. Pantographic action. Heavy duty vinyl cover.

Folding Door Division of **CLOPAY CORPORATION**  
CLOPAY SQUARE, CINCINNATI 14, OHIO

Folding Door Division of Clopay Corp.

Clopay Square, Dept. 72, Cincinnati 14, Ohio

Gentlemen:

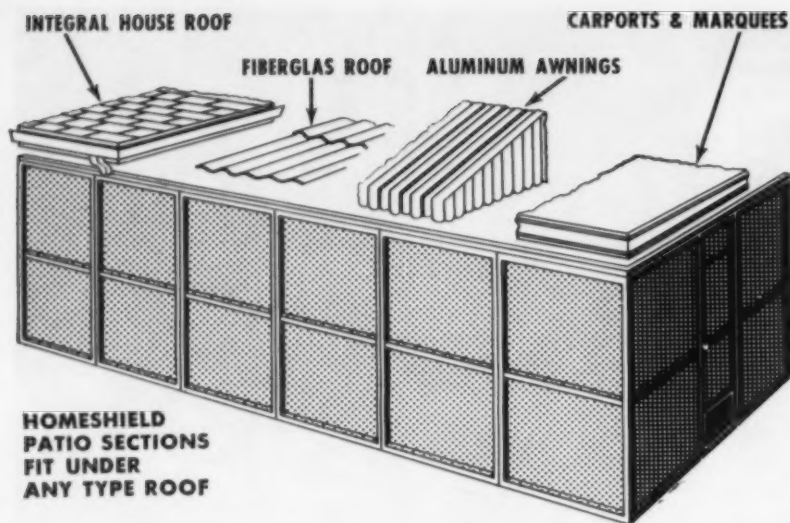
Okay, prove it to me. Send catalog, price lists.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

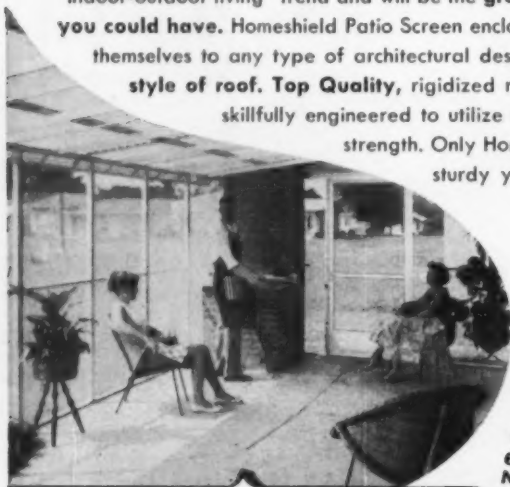
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# THE BIG PROBLEM in home building... more living space

## A HOMESHIELD PATIO ENCLOSURE IS THE ANSWER

... it's what every sales-minded builder needs. The maintenance-free beauty of the Homeshield Patio enclosure is your answer to the "indoor-outdoor living" trend and will be the **greatest home salesman you could have**. Homeshield Patio Screen enclosures gracefully adapt themselves to any type of architectural design and **fit under any style of roof**. **Top Quality**, rigidized roll formed sections are skillfully engineered to utilize aluminum's light weight strength. Only Homeshield sections are so sturdy you can use **big 5 and 6 foot wide panels**.



For full details  
and/or name of  
Homeshield Distrib-  
utor nearest you,  
write to...  
**AMERICAN SCREEN  
PRODUCTS CO.**  
61 East North Ave.  
Northlake, Ill.

**HOMESHIELD®**  
**SCREENS**

Makers of famous Har-Vey Hardware  
for sliding and folding doors

**HAR-VEY  
HARDWARE**

©1959 By

**AMERICAN SCREEN PRODUCTS COMPANY**  
GENERAL OFFICES: 61 EAST NORTH AVENUE • NORTHLAKE, ILLINOIS

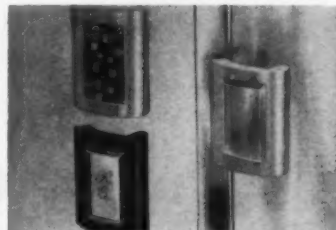
## NEW PRODUCTS



### Motor powers six appliances

Newest addition for the up-to-date kitchen is the vegetable shredder-slicer added to Nutone's food center. The Center can be built into any kitchen counter top, saves work space, prevents the tangle of cords from separate appliances. Concealed motor operates all six appliances.—Nutone, Inc.

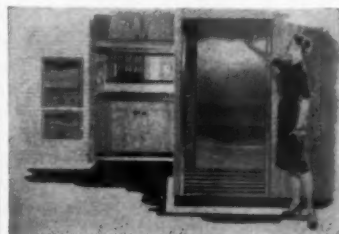
Circle No. Y30 on reply card, p. 134



### Give baths a custom touch

Custom-created handles for tubs and shower enclosures will add a special touch to the ordinary bathroom remodeling project. Handles are large with jewel-like plastic and mosaic insets in decorator colors. Come in a variety of finishes: silver, gold, black, polishes and satin —American Shower Door Co., Inc.

Circle No. Y51 on reply card, p. 134



### Here's a space-saver unit

Refrigerator-freezer unit for "built-in" installation makes kitchen remodeling jobs easier. It offers more than 14 cu. ft. of space, yet takes no more area than a conventional refrigerator. Has a 10.2-cu.-ft. refrigerator and a separate 4-cu.-ft. freezer below.—Thermador Electrical Mfg. Co.

Circle No. Y52 on reply card, p. 134

**AMERICAN BUILDER**





Tenants of Kona Palms and Maui Palms Apartments in North Hollywood, Calif. have exactly what they need to beat summer's heat—General Electric *Thinline* air conditioning.

## General Electric Built-In Thinline prove most economical air conditioning system for California builder

"I'm always on the lookout for ways to save money," says Dale Becker, builder and owner of Kona Palms and Maui Palms Apartments in North Hollywood, California.

"Another type of air conditioning system for my two buildings would have cost three times what I paid for 24 General Electric Built-In *Thinline*s.

"Why did I decide on General Electric *Thinline*s over other room units? Past experience was part of it. And *Thinline*s are compact—they fit easily where I wanted them to go.

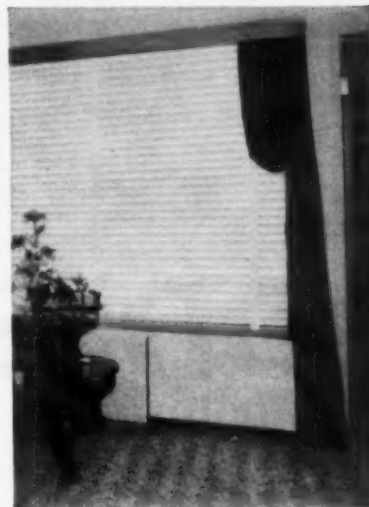
"Another feature that appeals to me is the decorator baffle on the Built-In *Thinline* model. Tenants can paint or paper it to blend with the walls."

All 24 apartments in Mr. Becker's two buildings have a General Electric Built-In *Thinline* Air Conditioner installed under the picture window in the living room. One unit keeps the entire living area cool and comfortable.

There's a General Electric *Thinline* air conditioner to solve your cooling and installation problems, too. *Thinline*s are available in models of up to 16,000 BTU\* capacity.

See your General Electric dealer for full details. General Electric Company, Room Air Conditioner Department, Appliance Park, Louisville 1, Kentucky.

\*Cooling capacities are tested and rated in compliance with NEMA Standard CN1-1958, and are stated in terms of British Thermal Units.



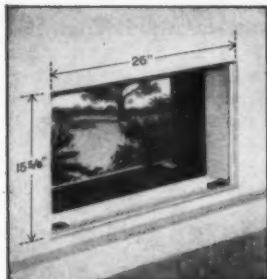
This living room is quiet because the decorator baffle on the Built-In *Thinline* absorbs sound. It also directs air upward to permit flexible placement of furniture.



*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

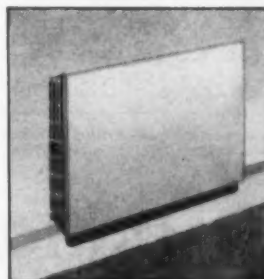
GENERAL ELECTRIC BUILT-IN THINLINE AIR CONDITIONERS ARE EASY TO INSTALL



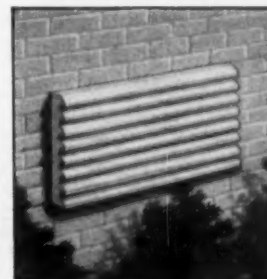
Case installed during construction.



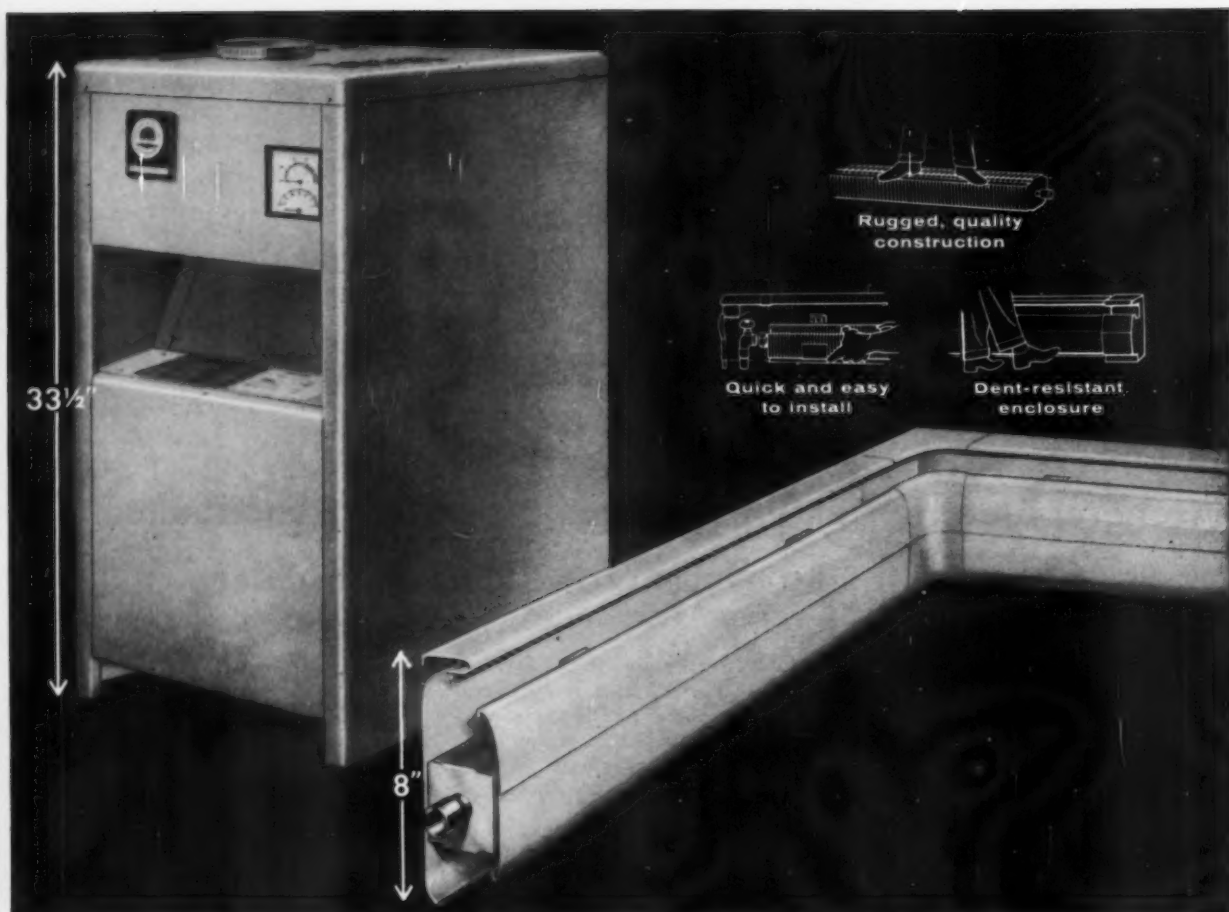
Unit slides into case later.



Add decorator panel.



That's all there is to it.



# ADD EXTRA SELL

to your houses economically—with hydronics\*

Buyers quickly recognize American-Standard hydronic heating as top quality. Here's why it adds *extra* appeal to your house.

**Compact Heatrim** baseboard panels allow the decorating freedom of full-length draperies and any furniture arrangement. Heating is uniform, draft-free throughout the house, even in rooms with window walls. Heatrim comes in four lengths, which means minimum cutting. Installation time and space are saved by extending the copper tubing through walls.

**The new G-2 gas boiler** is so compact and attractive it can be installed anywhere—even where space is limited

and on combustible floors. When you install a G-2 with built-in water heater, you save the cost of a separate water heater. Boilers ordered "packaged" arrive with all accessories and controls factory-mounted and wired for fast installation.

Give buyers the draft-free, economical comfort of hot water heat at little, or no, extra cost. They know it, recognize it, want it.

For more details, see your heating contractor or write AMERICAN-STANDARD, PLUMBING AND HEATING DIVISION, 40 W. 40th Street, New York 18, N. Y.

*\*The science of heating and cooling with water*

American-Standard and Standard® are trademarks of American Radiator & Standard Sanitary Corporation



## AMERICAN-Standard

PLUMBING AND HEATING DIVISION

# THE WORLD'S LARGEST

## Laminated Plastic Panels for Countertops

# by CONSOWELD!

**12'**

**51"**

***EXCLUSIVE!***

Cabinets  
by Youngstown Kitchens.

**...a single  
CONSOWELD  
giant panel covers  
up to 12 feet—  
WITHOUT SEAMS!**

**Consoweld's new JUMBO panels  
save time, money and materials  
for builders and remodelers!**

*Look, no seams!* It's another big Consoweld difference that now gives countertops the "custom-look." It is a new kind of glamour feature that has exciting appeal to home buyers.

Only Consoweld makes top-quality laminated plastic panels in this super size. You use only one or two panels. It saves installation time and effort—and materials.



78

Nothing protects or beautifies countertops and other decorative surfaces better than Consoweld. It is a hard, solid laminated plastic that resists heat, wear, scratches and scuffing—never needs painting, easily wipes sparkling clean with a damp cloth.

It's amazing how the durability and distinctive beauty of Consoweld can help you sell your houses easier and faster, and "clinch" remodeling jobs for you. For full details about Consoweld's patterns, sizes, colors—and name of your nearest distributor, mail the coupon now.

**CONSOWELD CORPORATION, Wisconsin Rapids, Wisconsin**

Please send me details on Consoweld laminated plastic countertops and name of nearest distributor.

Name

Firm

Address

City  State

Please check type of business

Architect ☐ Builder ☐ School ☐ Other ☐ AB-79

## NEW PRODUCTS

### Put safety items in baths

Safety features are important to include when remodeling baths. Shown are some inexpensive yet simple ideas. Installed in this bath are Hydroguard thermostatic water control, non-slip mat on the tub floor, solidly anchored grab bar, waterproof recessed light fixture. Data on Hydroguard from Powers Regulator Co.

Circle No. Y53 on reply card, p. 134

### Highlight the entrance

Dramatize the front entrance to the home with new "Numalite" house number fixture. Unit uses "Black Light" radiation to make the numerals illuminate, or fluoresce, with a soft yet highly visible white light. Weatherproof housing is of molded acrylic plastic. Electrical components are made by G.E.—Modern Controls Corp.

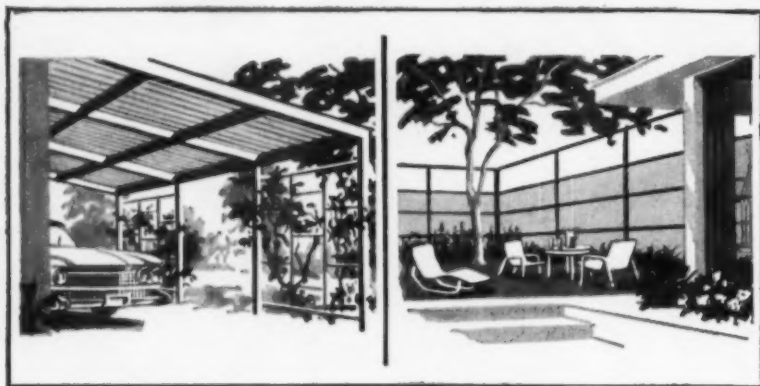
Circle No. Y54 on reply card, p. 134



### Put up ceiling tile fast

Ceiling tile installation is speeded with new Bostitch stapling tacker. Photo shows Bostitch spring-driven stapling tacker being used to apply acoustical ceiling tile. Will save remodeler time and labor. Tacker takes either  $\frac{9}{16}$ " or  $\frac{1}{2}$ " staples. Available from Bostitch.

Circle No. Y55 on reply card, p. 134



## ANNOUNCING

# NOVA vista-lux

## TRANSLUCENT PANELS

(with Fiberglass reinforcement) for the control of light, heat, privacy, weather

The demand for Fiberglass-Reinforced Translucent Panels continues to grow, month after month. A popular specialty has already become a commodity.

Nova Vista-Lux Panels meet every requirement in this field—with three important, exclusive features: BONDED-IN COLORS—for improved color fastness; VISTA-GLAZE FINISH—for extra weather resistance; HEET-BLOX—a special ingredient that blocks up to 92% of infra-red rays. (The percentage varies according to color used.)

Nova Vista-Lux is available with corrugations from  $1\frac{1}{4}$ " x  $\frac{1}{4}$ " to 4.2" x  $1\frac{1}{8}$ "—widths from 26" to 42"—lengths from 8' to 12"—and a total of 12 colors. Also in flat sheets from 24" to 44" in width and 8' to 12' in length. The flat sheets are particularly well adapted for shatterproof, industrial glazing and skylighting. The Nova Vista-

Lux line includes all necessary accessories for application.

Mail the coupon today for fully-illustrated folder with specifications.

Here are some of the many uses—

**RESIDENTIAL**—PATIO ROOFS • SUN PORCHES • SHOWER DOORS • SKYLIGHTING • CARPORTS • CANOPIES • AWNINGS • FENCES • LOUVERS • POOL ENCLOSURES • PARTITIONS • SCREENS • WINDBREAKS • SHELVING

**COMMERCIAL**—PARTITIONS • AWNINGS • SKYLIGHTING • STORE FRONTS • WINDOW GLAZING • SIGNS • DECORATIONS • DISPLAYS • ENCLOSURES • CEILINGS

**INDUSTRIAL**—SKYLIGHTS • PARTITIONS • SIGNS • ENCLOSURES • BILLBOARDS • WINDOW GLAZING • SIDE LIGHTING • EXHIBITS • SHOWER STALLS • CANOPIES • DISPLAYS • PANELS

## NOVA SALES

© Trenton 2, N. J.

A wholly owned subsidiary of  
Homasote Company

In Canada: Homasote of Canada,  
Ltd., 224 Merton St., Toronto 12, Ont.

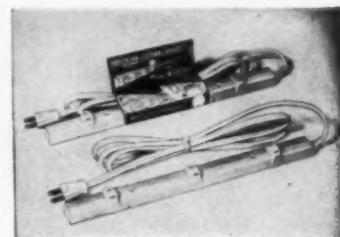
Send the literature and/or specification data checked:

- ☐ Nova Vista-Lux ☐ Nova Shake-Panel  
☐ Novafold Doors ☐ Nova Shakes  
☐ Nova Brentwood Pattern Shake-Panel

NAME .....

ADDRESS .....

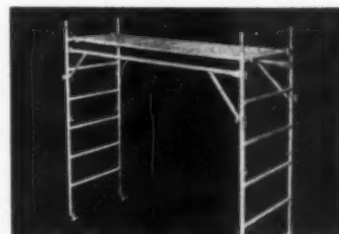
CITY ..... ZONE ..... STATE ..... G-46



### Update by adding outlets

Adequate outlet facilities can be added to the older home easily. Snapit plug-in-strip can be screwed onto walls, benches or other locations. Its extension cord is plugged into an existing wall receptacle. Unit is hard plastic with three outlets. Length: 12" with a 6', 316 AWG wire, and molded-on cap.—Cable Electric Products Inc.

Circle No. Y56 on reply card, p. 134



### Scaffold is light-weight

Easy to maneuver scaffold unit is especially useful on remodeling work. Complete rolling scaffold weighs only 77 lbs. One man can lift, assemble, disassemble, maneuver and transport it. Single unit is 6'6" high, 28" wide, and 7' long. Extra ladder sections available in 3'-6" lengths—Bil-Jax, Inc.

Circle No. Y57 on reply card, p. 134



"My best Kitchen sales appeal  
is a built-in  
KitchenAid  
dishwasher"



There is no quicker way to arouse buying interest than to include a KitchenAid dishwasher in original kitchen plans.

KitchenAid has many superior features made familiar to millions of prospective home buyers through continuous KitchenAid national advertising. They know about the exclusive Hobart revolving power-wash action, exclusive flowing hot-air drying, effective wash capacity, loading convenience, and foolproof dual-strainer system. All these mean dishes *washed cleaner and dried brighter*. KitchenAid also means houses that sell faster.

KitchenAid is designed for installation ease. Special construction permits the unit to slide easily into place over roughed-in plumbing. All connections can be made handily from the front. And here is an important plus for

builders: KitchenAid dishwashers are built to work day in and day out. They seldom, if ever, need service. This means *satisfied customers*—the builder's most powerful force for future sales.

The KitchenAid built-in model offers a choice of front finishes to add beauty and harmony to any kitchen. KitchenAid is the only dishwasher that offers the builder the adjustable-height feature on built-ins.

#### Sell KitchenAid quality!

KitchenAid Home Dishwasher Division, Dept. KAB  
The Hobart Manufacturing Co., Troy, Ohio

Please send complete information and specifications on the complete line of KitchenAid dishwashers.

Name.....

Address.....

City.....Zone.....State.....

**KitchenAid®**  
the builders' dishwasher

The finest made...by **Hobart**  
The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines.



*Fast, correct heating and cooling installation . . . another way*

# LENNOX QUALITY PAYS OFF FOR YOU!



**Your Lennox Comfort Craftsman has equipment ideally sized to every indoor comfort problem.** When you deal with Lennox, world's largest manufacturer of heating and air conditioning equipment, you are taking out insurance against exasperating construction "slow downs." For no matter what your equipment needs, your Lennox Comfort Craftsman can meet them—promptly; either from his own stocks of equipment, or from those available to him through a nearby Lennox factory or warehouse.

What's more, you can count on this engineer-trained heating expert to recognize a special heating or cooling problem, and to come up with the right solution to it. His intimate knowledge of the capabilities of all types of systems, based

on years of experience, can be a means of helping you avoid complaints and call-backs.

Don't forget, either, that in offering prospective buyers Lennox equipment you are offering them the name they know better than any other, prefer above any other.

Finally, remember that in dealing with Lennox you are dealing with people who believe *their job* is never done until the builder makes *his sale*.

To that end, we make available the industry's finest, widest line of professionally prepared merchandising aids. These include advertising materials, in-home feature signs, personalized brochures and billboards. For samples, write Lennox, Marshalltown, Iowa, today.

# LENNOX

*World leader in indoor comfort  
for homes, business, schools*


© 1959 Lennox Industries Inc., founded 1895; Marshalltown and Des Moines, Ia.; Syracuse, N. Y.; Columbus, O.; Decatur, Ga.; Ft. Worth; Los Angeles; Salt Lake City. In Canada: Toronto, Montreal, Calgary, Vancouver, Winnipeg.



## Get the **SOLID POWER** of a Remington drill

Chips fly when Remington power tools bite into steel. They're tough to wear out, too, because of the solid way Remington builds them. Remington manufactures a broad and versatile line. In drills alone, choose from 21 electric-powered or 11 air-powered models. Each is serviced for parts or repairs from a nationwide network of Remington Service Stations. It makes sense any way you look at it to specify Remington for all your portable power tool needs. Mail coupon for free descriptive catalogs—there's no obligation.

CHOOSE THE POWER MOST  
EFFICIENT FOR YOU. REMINGTON  
POWER TOOLS ARE AVAILABLE IN  
**AIR • ELECTRIC • GASOLINE  
AND POWDER ACTUATED  
MODELS**

# Remington

Remington Arms Company, Inc., Bridgeport 2, Conn.  
IN CANADA: Remington Arms of Canada Limited,  
36 Queen Elizabeth Blvd., Toronto, Ont.



### ----- FREE POWER TOOL CATALOGS -----

Remington Arms Company, Inc., Bridgeport 2, Conn.

AB-5

Please send—without obligation—catalogs on Remington Contractor & Industrial Tools checked below:

☐ Electric Tools ☐ Air Tools ☐ Flexible Shaft Machines ☐ Concrete Vibrators ☐ Chain Saws ☐ Stud Drivers

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## CATALOGS

**HAVE YOU THOUGHT** of using steel windows to build a carport? a patio enclosure? a greenhouse? These and other remodeling applications of steel-section windows in a 16-page catalog. Regular installations. —Fenestra Inc.

Circle No. Y61 on reply card, page 134

**FIREPLACE DESIGN** and construction made easier. Brochure on Donley Heatsaver Special gives plenty of facts on steel fireplace unit. Cut-away drawings, design ideas, specs. —Donley Brothers Co.

Circle No. Y62 on reply card, p. 134

**RENEWING SIDING** and roofing . . . in a 30-page manual on Red Cedar Shakes. Construction details, how to over-wall and over-roof. Plenty of photos on uses of shingles, how to style houses with them—Red Cedar Shingle Bureau.

Circle No. Y63 on reply card, p. 134

**TO MODERNIZE OR CONVERT** a rental property . . . an ultra compact kitchen unit. This 14-page catalog shows complete line of kitchens. Photos, line drawings, suggested arrangements. —Dwyer Products.

Circle No. Y64 on reply card, p. 134

**COLOR GUIDE** on paints . . . in a four-page, color-swatch pamphlet. Plenty of pointers on how you can re-do the walls. A complete chart on Arco's line which gives surface, drying time, coverage, moisture resistance. —The Arco Co.

Circle No. Y65 on reply card, p. 134

**ADDING A ROOM?** This four-page brochure tells you how and where you can use Du-al-clip framing anchors. Design data, drawings on roof, floor, ceiling and wall framing. —Timber Engineering Co.

Circle No. Y66 on reply card, p. 134

**WALL-TO-WALL FLOORING** of asphalt or vinyl-asbestos tile. Goes over old floors or on new ones. Full-color catalog (12 pgs.) gives under-floor preparations, sizes, gauges, resilience. Complete color chart. —Hako Building Products.

Circle No. Y67 on reply card, p. 134

**REMODELING LUMBER** . . . how to choose it, what to do with it. Bulletins cover such subjects as planning a wood-paneled room, addition of a playroom, selecting remodeling lumber. —Southern Pine Assn.

Circle No. Y68 on reply card, p. 134



# 8 hand-jobs you can eliminate with **CASE** *Utility* **LOADER**



*It's all in the picture(s) ...*

How many man-hours do your men waste every day on miscellaneous digging, lifting, loading, and carrying jobs — like the 8 typical chores shown above? If your total lost-time is more than 4 man-hours per day, you'll be time and profits ahead by purchasing or leasing a Case 210B *Utility* Tractor-Loader.



①② **PALLET FORK** handles brick, block, lumber, roofing, large materials.



③ **DOZER BLADE** backfills, grades, spreads, clears snow.



④ **ALL-PURPOSE BLADE** finish grades, cuts ditches, sidewalks, forms terraces.



⑤ **CRANE BOOM** lifts partitions, sets forms, window units, bulky articles.



⑥ **BACKHOE** cuts trenches, footings to 10'.

⑦⑧ **LOADER BUCKET**, shown below... digs, lifts, carries.

For as little as **\$92<sup>00</sup>** per month\*

... you can eliminate dozens of hand-labor jobs with 1000-lb. capacity Case 210B Loader. You'll finish construction and clean-up faster, save wages, cut sub-contract expense. For a few extra dollars you can equip the "210B" with quick-change matched attachments for handling many specialized tasks ... quicker, easier, at lower cost.

Get a free demonstration and you'll quickly discover that Case 210B has the power, speed, and all-around versatility to *save you a full month's installment payment in one week ... in hand-labor costs alone!*

See the "210B" at your Case Dealer's. Try the "210B" on your jobs. Clip and mail coupon for literature.

\* Installment payment after average down-payment or trade-in, f.o.b. factory — plus freight, taxes, installation. Price subject to change without notice.

**J. I. CASE COMPANY**  
Dept. G1409, Racine, Wis.

CU-L-130

YES, send free information on Case 210B  
Utility Loader and attachments to:

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

# CASE

J. I. CASE CO., RACINE, WIS.



# On time on **FIRESTONES!**

## They cut costs on building materials deliveries

Whether you operate one truck or twenty trucks, count on Firestone Rubber-X, the longest wearing rubber ever used in Firestone truck tires. It's yours with every Firestone, for extra trouble-free deliveries and lower truck tire costs.

And along with new long-wearing tire rubber, all Firestones bring you Firestone S/F (Shock-Fortified) cord for still more stamina and dependability. No wonder more and more truck owners like yourself find it good business, always, to buy Firestones when replacing old tires—and to specify Firestones on all new trucks. Ask about them today at your nearby Firestone Dealer or Store—your headquarters for fast, reliable service!



TRANSPORT

SUPER ALL TRACTION



LOOK FOR NEW LOW COSTS PER MILE WITH LONG-WEARING FIRESTONE TRUCK TIRES

# Firestone

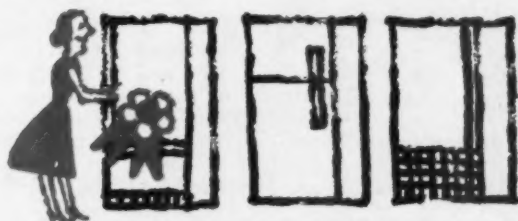
BETTER RUBBER FROM START TO FINISH

Copyright 1959, The Firestone Tire & Rubber Company

# General Electric Kitchen Laundry

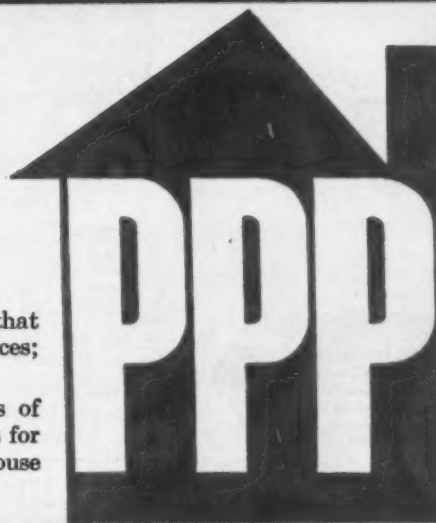
## "Planned Profit Package" offers you...

### Power of brand preference



**Among homebuyers . . .** G-E brand preference studies show that women think General Electric makes the best home appliances; place a high value on General Electric products.

**Among appraisers . . .** Lending institutions in all parts of the country use General Electric's high quality as a basis for granting high appraisals. This increased value on your house can mean more profit for you.



### PLUS these other big advantages:

**Planning and styling help.** G-E Custom Design Service includes help with layouts, perspectives, color coordination and space planning.

**Savings on labor and installation.** G-E "Straight-Line" Appliances are easily and more conveniently installed, regardless of your layout.

**Product availability.** 100 G-E distribution points all over the country assure you wide selection and availabilities.

**Complete merchandising program.** Merchandising tools, widespread advertising and publicity assistance help create model home traffic for you.

**Product service.** Your G-E distributor or dealer assumes under written warranty all product service responsibilities after installation.



As an authorized builder of "Live Better Electrically" MEDALLION HOME, you get prestige, and promotional advantages. Ask your local utility about this program.

For more information, send this coupon to:

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

General Electric Company, Home Bureau  
Appliance Park, Louisville 1, Kentucky

Please have the local General Electric builder sales representative contact me.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

AB-7

#### ROOFING BRACKETS

Adjustable, safe for staging at any pitch. For all jobs on any roofing. Holds 2" x 10" plank. Weighs 5 1/4 lbs.

#### LADDER JACKS

Available in 3 styles — "Jiffy", "Trouble Saver", and Side Rail Type. Lightweight, strong, durable; adjustable; easy to handle. All Styles may be used from either side of ladder.

## "TROUBLE SAVER"®

### scaffolding accessories

FOR SAFE • EASY • FAST

### roofing and siding work

ADJUSTABLE • STRONG • LONG-LASTING



#### "TROUBLE SAVER" SCAFFOLD BRACKETS

Three types — Studding, Nail Attached and Bolt Attached — to provide a means of installing safe working platforms for sidewall work. Lightweight, easy to handle — save time, money and life.



#### LADDER HOOKS

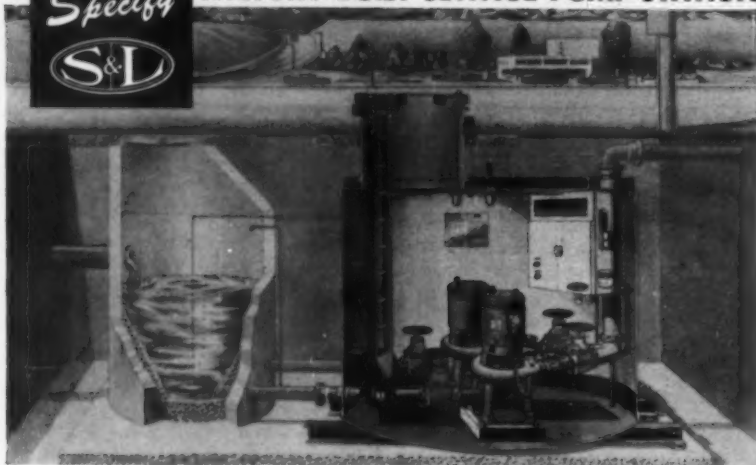
Makes difficult places easy to reach. Special pivot permits ladder to ride valley with complete safety. Plate protects roof. Only 6 lbs.

For complete data on all types of "Trouble Saver" adjustable scaffolding accessories write for Catalog MR.

**THE STEEL SCAFFOLDING COMPANY, Inc.**  
Route 119 North, P. O. Box 1792 Dept. AB  
Uniontown, Pennsylvania



## FACTORY-BUILT SEWAGE PUMP STATION



Over 1,000 installations from coast-to-coast, including Alaska and Canada prove the merit of specifying Smith & Loveless Factory-Built sewage pump stations . . . America's finest! The compact, easy-to-maintain Smith & Loveless pump station is economical, efficient and manufactured of the finest materials. It is easily and quickly installed following

delivery to the job site on special Smith & Loveless trucks.

Smith & Loveless offers a complete line of lift stations with capacities from 20 GPM to 4800 GPM.

For job recommendations, complete specifications and drawings write today for our free, 100-page data manual on pump stations and pneumatic ejector lift stations. Write Department 100

By the makers of America's finest factory-built sewage treatment plants.



**Smith & Loveless, Inc.**  
P.O. BOX 8884 • KANSAS CITY 15, MISSOURI  
Representatives in principal cities

## CATALOGS

**SOUND CONDITIONING** . . . with a new fiber glass ceiling material. "Panelglas" comes in large, lightweight "lay-in" units, is particularly applicable to commercial remodeling. Literature, photos on request.—Johns-Mansville.

Circle No. Y69 on reply card, p. 134

**NEW WALLS ON OLD** with the help of "Metalace." Gold or silver lace-like finish is metallic. Can be applied over any color base. Description, uses, application in pamphlet.—Plextone Corp.

Circle No. Y70 on reply card, p. 134

**PLUMBING FIXTURES** are colorfully illustrated in this 16-page catalog on bathroom planning. New materials, colors available are reviewed. Also discussed are fixtures for the remodeled kitchen.—Richmond Plumbing Fixtures Div.

Circle No. Y71 on reply card, p. 134

**COLOR SKYLIGHTS** . . . a new deal for dark rooms. Fiber glass reinforced skylights in pastel tones or clear. Eight pages on models, installation "what-hows", uses.—Consolidated General Products.

Circle No. Y72 on reply card, p. 74

**ACRYLITE BOOKLET** shows construction details and ideas for translucent plastic paneling. Fabrication instructions for versatile material are included. Details range from room dividers to entrance shelters.—Wasco Products, Inc.

Circle No. Y 73 on reply card, p. 134

**TO INSTALL APPLIANCES**, particularly built-ins . . . a line of flexible gas-range connectors. Catalog sheet details aluminum and copper tubing with brass fittings.—M. J. Wilkoff Co.

Circle No. Y74 on reply card, p. 134

**TILE INSTALLATIONS** for mosaic patterns are illustrated in portfolio. Line drawings show flexibility in use of color. Easy-to-care-for ceramic tile is specified for maintenance areas of home.—United States Ceramic Tile Co.

Circle No. Y75 on reply card, p. 134

**HOW TO REPLACE** an old furnace with a new one, and add air conditioning at the same time. Twenty pages of data, model specs, ideas for installation in old or in new homes.—Carrier Corp.

Circle No. Y76 on reply card, p. 134





Mr. S. De Marco, Vice President, Campanelli Brothers, Inc.

## **"Vaporstop under concrete slabs is easier to handle and saves us about \$10.00 a house compared to 6 mil plastic"**

**states Mr. S. De Marco, Vice President, Campanelli Brothers, Inc., So. Braintree, Massachusetts**

Builders like Campanelli Bros. know that tough, rot-resistant Vaporstop is lower in material cost and saves labor. Unlike thin, flimsy plastic, it has the strength to resist tearing and puncturing during application. Vaporstop has body, too, to make it "behave" on a windy job.

Vaporstop is ideal as a vapor barrier under concrete and as a ground cover in crawl spaces. Stops

The Sisalkraft line includes Orange Label Sisalkraft,® reinforced waterproof building paper; Copper Armored Sisalkraft,® electro sheet copper flashing; Sisalation,® reflective insulation; Moistop,® reinforced paper and polyethylene vapor barrier; Vaporstop®, rot-resistant vapor barrier; Seekure®, non staining waterproof paper; Sisal-Glaze®, Eskay-Lite® and Sisalite,® clear plastics.

\*Reg. Applied for

moisture migration through floors. Meets FHA and VA Minimum Property Requirements for these uses.

Available in widths of 36", 48", 60", 72", 84" and 96" from Lumber and Building Supply Dealers.



**AMERICAN SISALKRAFT CORPORATION**  
Chicago 6 • New York 17 • San Francisco 5

SISALKRAFT PRODUCTS ARE AVAILABLE IN CANADA THROUGH MURRAY-BRANTFORD LIMITED, MONTREAL

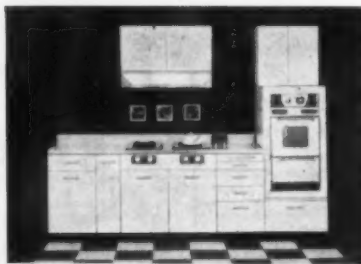
# 2 great new window



Horizontal Sliding Window is extremely versatile, ideal for contemporary styles. Screens and storm sash install from inside.



**TRUSCON HOLLOW METAL DOORS AND FRAMES** add value to your homes. Flush, modern. Install in 15 minutes. One-coat finish painting. You save. All popular sizes for interiors, exteriors. Sliding closet doors, louvered colonial doors, too.



**REPUBLIC STEEL KITCHENS** offer top kitchen value. Built to stay new, stay easy-to-clean—the one feature most women want most. Fire-safe cabinets for built-ins, drop-ins. Color at no extra cost. Economical. Send coupon.



**NEW TRUSCON TRU-MESH METAL LATH ACCESSORIES.** Now made on new equipment. Edges are cleaner, safer. Flat surfaces flatter, straighter. More than 40 items to reinforce, protect, and add value to your home. Send coupon.

# values by Truscon



Series 500 Awning Window is easily washed from inside. Weatherstripped. Positive closing. Seals tight.

**REPUBLIC STEEL**  
CLEVELAND 1, OHIO

*World's Widest Range of  
Standard Steels and Steel Products*



- \* *Low purchase price*
- \* *Traditional Truscon quality*

To help you sell like '60 in '59, Truscon introduces two important additions to its new Economy Line—(1) Series 500 Aluminum Awning Window, (2) Aluminum Horizontal Sliding Window.

Truscon builder-conscious designers have engineered excess cost out of both types. These window values are produced specifically to meet the economic needs of home building and light construction—not simply adapted to them. The result is quality you can point to, prices you can live with.

Both awning and slider are available now in a wide range of types and sizes. Accessories are available to assure quick, economical installation in all types of construction. Fast delivery from Truscon dealers, supported by complete stocks in Truscon warehouses.

The building boom has upped production of all Truscon products. The Truscon brand gives you all the advantages of mass-production . . . plus rigid quality control.

Low purchase price . . . low installed cost . . . complete selection . . . most popular window types . . . high quality . . . nation-wide warehouse stocks. It all adds up. Try Truscon today.

**REPUBLIC STEEL CORPORATION**  
DEPT. AB-7994  
1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send me value facts on . . .

- ☐ Truscon Aluminum Windows
- ☐ Truscon Hollow Metal Doors and Frames
- ☐ Truscon Tru-Mesh Metal Lath Accessories
- ☐ Republic Steel Kitchens

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# TRUE

## Sewage Treatment for Single Homes!



### Revolutionary CAVITETTE® Qualifies for FHA Financing

No odor . . . no clogging . . . no drain backup . . . no tank cleaning . . . completely warranted by manufacturer and installer. These are just a few of the merchandising features which Cavitette gives you in selling countryside homes. The Cavitette banishes septic tanks forever and eliminates sales resistance. It's the next best thing to a subdivision-size, sewage treatment plant. If you don't have a dealer or distributor in your area yet, use the coupon below to get full details. (For information in a hurry, see Sweet's Catalog, Light Construction File.) Meanwhile, consult your controlling health authority for local requirements.



### YEOMANS

SPECIALISTS IN SEWAGE  
HANDLING FOR 60 YEARS



Cavitette  
Bulletin 221



"Homebuilder's Guide  
to Effective Sewage  
Disposal"

YEOMANS BROTHERS COMPANY  
2006-6 N. Ruby St., Melrose Park, Illinois

Name \_\_\_\_\_  
Title or Business \_\_\_\_\_  
Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
No. of Homes Planned \_\_\_\_\_

G-5912

## CATALOGS

**KITS** designed for modernization of old-style mortise locksets are now available. Packaged in individual box, kit contains template, screws, simple instructions. Cost ranges from \$6.75 to \$11. Write for details.—Kwikset Locks, Inc.

Circle No. Y77 on reply card, p. 134

**MAXIMUM PROTECTION** and efficiency with new hardware. Photos and information on new key-operated window locks. Also for updating: quiet "33" door closer, ceramic lockset line. Yale & Towne.

Circle No. Y78 on reply card, p. 134

**LIGHT CONTROL SYSTEM** for commercial use can be adapted to homes. Brochure shows how system measures daylight, adds proper amount of electric light to keep room or rooms at pre-set level.—Superior Electric Co.

Circle No. Y79 on reply card, p. 134

**A NEW ROOF** to defy rain, hurricanes . . . anything the weather has to offer. Information about the Bird Wind Seal shingles designed for just such weather. Details, how to install.—Bird & Son, Inc.

Circle No. Y80 on reply card, p. 134

**BUILT-INS** and free-standing appliances are described in home-planning catalog. Three pages are devoted to drawings, specifications of wood and steel cabinets. Illustrated to help in planning.—Westinghouse Electric.

Circle No. Y81 on reply card, p. 134

**COLOR PLANNING** with ceramic tile . . . from American Olean. Sixteen pages of color plans and ideas for the bathroom, kitchen, dining area, etc. Tile description, sizes, etc.—American-Olean Tile Co.

Circle No. Y82 on reply card, p. 134

**ELECTRIC HEATING** catalog covers four types of residential heating. Technical information on illustrated equipment is given in chart form. Includes data on variety of thermostats and portable heaters.—Edwin L. Wiegand Co.

Circle No. Y83 on reply card, p. 134

**NEW WINDOWS** for the updated house. Single- and double-hung aluminum styles described in four-page brochure. How-to-drawings on installation, complete data on sizes.—Porterfield Industries Inc.

Circle No. Y84 on reply card, p. 134

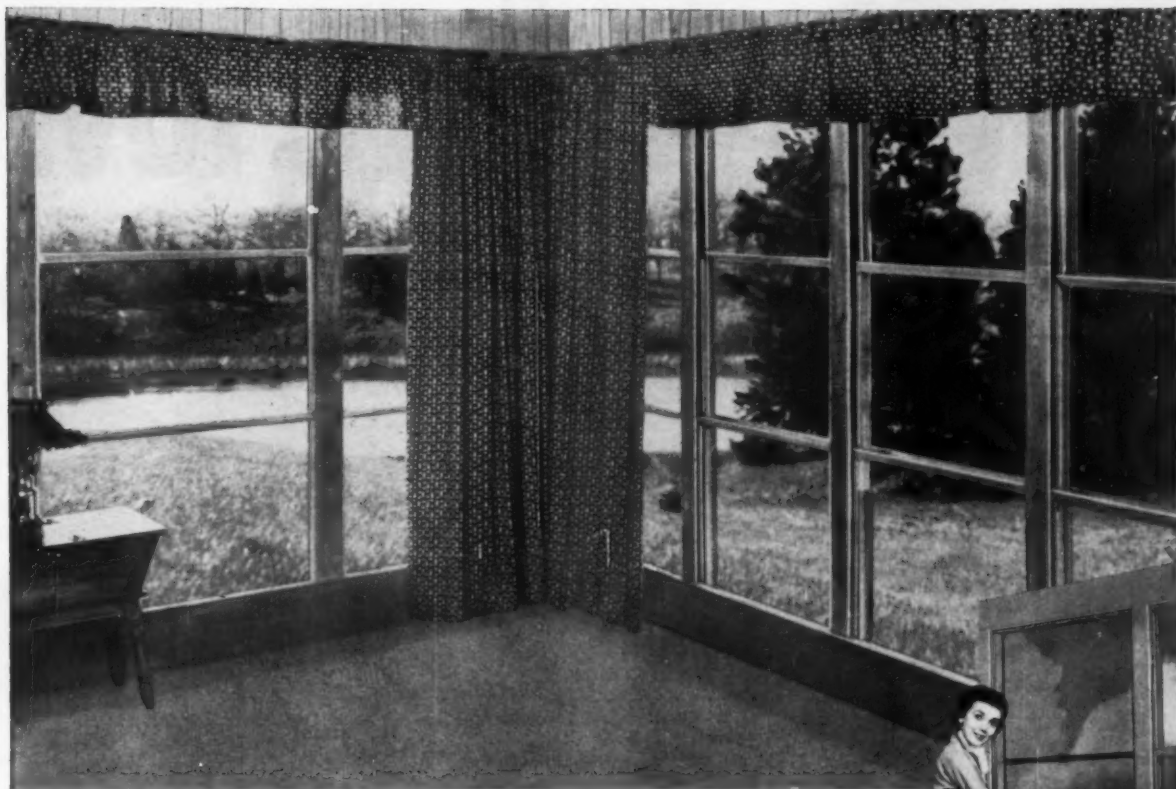
AMERICAN BUILDER



**How to make big profits on the "extra room" boom...**

**a unique idea made possible by a unique product...**

# Sell the DeVAC GlassWalls Convertible Family Room!



Convert porches, breezeways, patios... build from the ground-up. Either way, DeVAC GlassWalls give you the ideal answer to the tremendous demand for extra rooms. Remodeling and new construction clients both will be delighted with this exciting idea in living... added space that's cozy as any living room one minute... wide open and breezy as a summer porch the next—and at lower cost than a conventional room.

Only DeVAC GlassWalls have three sliding glass panels for zone-controlled ventilation. This, and other unique features, give you exclusive selling points. Full-length Fiberglas screens are included as part of the GlassWalls unit. Extruded from high-grade, heavy duty aluminum, anodized to resist rust and corrosion, precision engineered for trouble-free operation, DeVAC GlassWalls give lasting satisfaction.

#### THEY OPEN UP!

With DeVAC GlassWalls you can enclose your porch or breezeway without sacrificing summer-porch pleasure. Only DeVAC gives you three sliding panels for directional control of ventilation. See diagram at bottom of page.



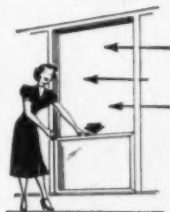
## DeVAC, inc.

5900 WAYZATA BOULEVARD, MINNEAPOLIS, MINN.

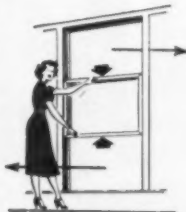
**Only DeVAC GlassWalls have three sliding panels for zoned control of ventilation**



All panels at top—ventilation below head level.



All panels at bottom—draft is off your feet.



Panels all at center—creates "thermo-air" circulation.

#### MAIL FOR FREE LITERATURE

DeVAC, inc.

5900 Wayzata Boulevard, Minneapolis, Minnesota

Dept. AB-7

Write for complete details on DeVAC GlassWalls and the complete line of quality DeVAC windows, doors and special products. Please Check:

☐ Architect  
☐ Dealer

☐ Contractor  
☐ Other

CLASSIFICATION

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_



**Leads the small crawler field in**  
**POWER • SPEEDS • STEERING • EQUIPMENT**

**Job-proved, high-torque, valve-in-head engine** develops 45 maximum flywheel horsepower . . . 31 draw-bar horsepower. Job-proved fuel economy.

**5 speeds forward, one reverse**, with regular transmission.

**5 speeds reverse . . . 5 speeds forward with Fast Reverser** for faster cycles on shuttle-type work. Go  $22\frac{1}{2}$  per cent faster in reverse than in corresponding forward gear. Or . . .

**10 speeds forward with exclusive IH Torque Amplifier drive.** Boost pull-or-push-power on-the-go in any gear without shifting.

**Planetary steering** allows for feathered or pivot turns with minimum physical effort. Simple, rugged design simplifies maintenance.

**Exclusive, advanced hydraulics** deliver 12 or 17 gpm from constant-running, *internal-mounted* pump. Controls heavy duty loaders and a wide range of hydraulically-controlled front-mounted, rear-mounted, or trailing equipment.

**Husky track frames, shoes, links, rollers, pins, and bushings** assure long track life.

**New IH hydraulic bull-grader**—angled, tilted, lifted, and lowered hydraulically from the tractor seat.



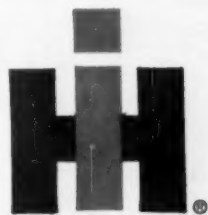
**New International Drott T-340 Four-In-One Skid-Shovel**—combines in one machine a bulldozer, clamshell, carry-type scraper, and  $\frac{3}{4}$  cu yd bucket ( $\frac{1}{2}$  cu yd heaped), all hydraulically controlled.

**New International Wagner backhoe and loader**—can be mounted separately or in combination. Self-leveling loader has 3,500-lb capacity.

# International T-340 ... cost utility power with crawler traction

Here's power and performance entirely new to the utility crawler field! It's the new International T-340 with power, speeds, job range, and handling ease entirely new to small crawler operation. You now can profit from crawler pull-power and flotation ... with proven IH stamina and dependability ... scaled in cost to the multitude of jobs where you can't afford to tie up bigger, more costly equipment. With such job-matching options as Torque Amplifier, Fast Reverser, and big-capacity internal hydraulic system, coupled with new planetary-type steering, the new T-340 offers production-boosting features not even available in many larger crawlers!

Try It ... test It! Phone your nearby IH Dealer for a T-340 demonstration! For specification folder, write International Harvester Co., Dept. AB-7, P. O. Box 7333, Chicago 80, Illinois.

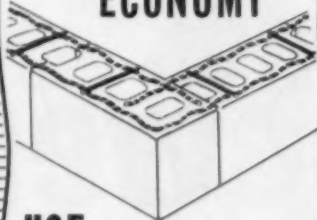


See your  
**INTERNATIONAL  
HARVESTER** Dealer

International Harvester Company products pay for themselves in use—  
Farm Tractors and Equipment ... Twine ... Industrial Tractors ... Motor  
Trucks ... Construction Equipment—General Office, Chicago 1, Illinois



**FOR STRENGTH  
SAFETY  
ECONOMY**

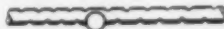


## USE SUR-LOK

**Masonry Wall  
Reinforcement**

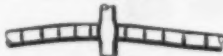
SUR-LOK heavy duty reinforcement multiplies wall strength, reduces cracking, and cuts reinforcing costs because of these 4 principal features:

### 1. PRESSURE WELDING



For maximum joint strength and uniform thickness, galvanized, rust-proof cross bar extends slightly below to assure mortar bond on all sides.

### 2. HORIZONTAL CORRUGATION



Assures maximum bond between mortar and reinforcement. Horizontal deforming permits SUR-LOK to lie flat in the wall.

### 3. KNURLED

Knurling on top and bottom assures maximum grip and holding power with mortar.

### 4. QUALITY WITH ECONOMY

SUR-LOK is a quality product, competitively priced. It meets ASTM specs Nos. A-82-34 and A-116-57. Available from stock in a complete range of sizes. Manufactured from either bright basic or galvanized wire. Also hotdipped after fabrication and available with drip notch for cavity walls.

Write today for the name of your nearest distributor.

**DISTRIBUTORSHIPS:** Choice areas are open for SUR-LOK distribution. Write for franchise information—

**THE DAYTON SURE-GRIP  
AND SHORE CO.**

Kercher St., Miamisburg, Ohio

## CATALOGS

**DODGE CORK BRICK**, a remodeling material for interiors, is examined in striking brochure. Data on installation is demonstrated in four illustrated steps. Four-color selection shown.—Dodge Cork Co., Inc.

Circle No. Y85 on reply card, P. 134

**BETTER HEATING** . . . and cooling suggested by Alfol insulation. Multiple-layer aluminum foil blanket is described in four-page brochure. How-to application photos, types, results.—Reflectal Corp.

Circle No. Y86 on reply card, P. 134

**HARDWOOD KITCHEN CABINETS** are illustrated in full color in two contemporary kitchens. Cabinets are utilized to give kitchens custom-design look. Reverse side of catalog gives sizes and designs.—The I-XL Furniture Co.

Circle No. Y87 on reply card, P. 134

**NEW HARDWARE** for an updated kitchen. Amerock offers its latest cabinet hardware, drawer slides and shelving for the job. In a four-page pamphlet with photos, specs.—Amerock Corp.

Circle No. Y88 on reply card, P. 134

**CUSTOM LIGHTING FIXTURE** line is covered in 36-page loose-leaf book. Illustrations of lamps run one to a page, with handy data alongside each. All can be lowered or raised for greater convenience.—Thomas Industries, Inc.

Circle No. Y89 on reply card, P. 134

**KITCHEN REVAMP** . . . or the new kitchen . . . can profit in space and efficiency. Modern Maid suggests electric double oven with automatic controls and rotisserie. Photos, information. — Tennessee Stove Works.

Circle No. Y90 on reply card, P. 134

**DEVELOPMENT** of radiant panel heating is highlight of 24-page book on home remodeling. Cites advantages of system. Many other copper building products are also reviewed in detail here.—Chase Brass & Copper Co.

Circle No. Y91 on reply card, P. 134

**CONTROLLING THE KITCHEN** . . . with an automatic control panel. Catalog sheets give you photos, specs, how-to-install drawings, suggested placement. A quick kitchen modernizer.—Sunbeam Corp.

Circle No. Y92 on reply card, p. 134

**SPECIFICATION GUIDE** for concrete and masonry deals with waterproofing, corrective and protective treatments. Uses and application of 17 products are described in brochure.—Standard Dry Wall Products, Inc.

Circle No. Y93 on reply card, P. 134

**ADDITIONAL HEAT** for the remodeled basement or new family room . . . with Sun Tron. Color catalog gives installation ideas, specs, photos of different models of this electric heater.—Sun Tron Corp.

Circle No. Y94 on reply card, P. 134

**VINYL AND RUBBER** floorings are handsomely illustrated in eight-page catalog. Last page features specifications and installation data. Color selections patterns shown. American Biltrite Rubber Co.

Circle No. Y95 on reply card, P. 134

**RENEW WOOD** and preserve it . . . with stains and colors. A four-page brochure describing nine types of stains. Details on their properties and the job they'll do.—Olympic Stained Products Co.

Circle No. Y96 on reply card, P. 134

**WATER CLOSETS**, designed with remodeling in mind, are featured in Kohler catalog. Plumbing fixtures detailed are for bathroom, washroom, kitchen and laundry. Twenty-page catalog is colorfully illustrated.—Kohler Co.

Circle No. Y97 on reply card, P. 134

**IDEAS FOR THE KITCHEN** . . . in an eight-page, color catalog from Frigidaire. Three complete floor plans for kitchen and laundry with photos, complete product details.—Frigidaire Div., General Motors

Circle No. Y98 on reply card, P. 134

**ALUMINUM CLAPBOARD SIDING** catalog condenses information in three pages. One page describes general features, and next outlines construction features. Last page shows details of application.—Lyf-Alum, Inc.

Circle No. Y99 on reply card, P. 134

**RUBBER TILE** . . . in a four-page, full-color catalog. All patterns, colors are illustrated. Complete data on floor preparation, installation, type and size of tile needed.—Wright Mfg. Co.

Circle No. Y100 on reply card, P. 134



# the NEW Massey-Ferguson Work Bull 204 has Pedal Directional Control



*the only 40-h. p.  
Industrial Tractor  
with Instant Reverse  
and Torque Converter*



## **PEDAL DIRECTIONAL CONTROL**

Massey-Ferguson's exclusive instant reversing and speed are controlled by this simple 3-point, combination directional-acceleration pedal. Right pedal—forward, left—reverse. The farther you depress each pedal the faster you go. Changes directions instantly, smoothly. Center pedal is foot accelerator to speed loading and dumping.

**SEE IT...TRY IT...** to really learn the benefits of this powerful, new Massey-Ferguson Work Bull 204. Faster cycling, unmatched maneuverability, greater earning power are a few.

A simple touch of your toe on the 3-point pedal control changes your direction of travel, determines your speed, or lets you "rev" up the engine for faster loading or dumping. Four equal speeds in each direction — "job engineered" to meet every work requirement — lets you select the speed you need for each particular job. Torque converter automatically adjusts power to load demands. No shifting...no clutching...no levers to pull.

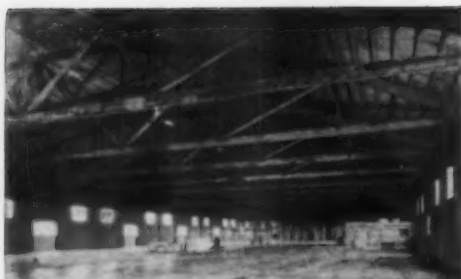
With the new M-F Davis Loader, integrated with the Work Bull 204, you have a rig that can't be beat — no matter what comparison you use. For an all-around unit, add the M-F Davis Backhoe or Scarifier-Scraper...you'll be in business for profit!

**A DEMONSTRATION WILL PROVE IT  
CALL YOUR M-F INDUSTRIAL DEALER NOW**



**MASSEY-FERGUSON INDUSTRIAL DIVISION**

BLOCK 1000 SOUTH WEST STREET • WICHITA 15N, KANSAS



▲ Bass & Company, Inc.  
Warehouse in Nashville, Tenn.  
Trusses erected for 30c per sq.  
ft. Contractor: J. E. Crain & Son  
—Nashville, Tenn.

Wanted  
Economy



■ St. Joseph's Catholic Church —  
Yates Center, Kan., 21 Rilco beams  
varying in length from 4'2" to 39'.  
Contr.: Berthot Construction Company—  
Chanute, Kan.  
Arch.: Shaughnessy, Bower & Grimaldi  
—Kansas City, Mo.

Demanded  
Beauty

**RILCO**  
Gave Both



■ The use of Rilco beams for St. Joseph's Catholic Church "was premised on cost factors as well as appearance considerations," states the architect. "We found the Rilco people very cooperative (and) despite snow and wet weather, no delay was experienced in the erection of the arches."

Contractor Berthot agreed. The Rilco structure was laminated perfectly and erected economically—"moreover, the service in the engineering department and production schedule, as well as the excellent field service provided by Rilco, contribute as much to this economy as any other item."

▲ Contractor Crain, Bass & Company warehouse builder, was also "very well pleased with the Rilco wood trusses used in the roof system, consisting of 20 bowstring trusses, 120' clear span, spaced at 16' centers.

"They were easily assembled and erected at a labor and crane cost of \$122 per truss. The total material and labor cost of the truss system amounted to approximately 30c per square foot of floor area."

Rilco offers — the warmth of wood, ease of erection, increased strength, lower cost and greater fire resistance. Rilco engineers are ready to help you solve design problems and suggest new ideas. For complete information on how you can build better for less, contact your nearest Rilco Office.

#### RILCO LAMINATED PRODUCTS, INC.

W811 First National Bank Building  
St. Paul 1, Minnesota

DISTRICT OFFICES: TACOMA, WASH. • FORT WAYNE, IND. • NEWARK, N. J.

**RILCO**  
*works wonders with wood*

## CATALOGS

**WOOD PANELING** booklet illustrates interior use of six different types of wood. Each room done over in Craftwall paneling has approximate cost included.—Roddis Plywood Corporation.

Circle No. Y101 on reply card, P. 134

**BETTER VENTILATION** for an older house . . . or a new one. Die cast aluminum ventilator comes in one- or two-brick size; permits simple installation. Details in catalog sheet.—Hamlin Products Inc.

Circle No. Y102 on reply card, P. 134

**HANGER INSTALLATIONS** for sliding doors are subject of these catalog pages. One hanger for bypassing doors and another for pocket doors provides for automatic adjustment even after trim is installed.—John Sterling Corporation.

Circle No. Y103 on reply card, P. 134

**CONTEMPORARY TOUCH** to help remodel almost any room . . . a Miller clock. Fact-filled catalog gives 12 pages of photos, sizes, designs for various rooms.—Howard Miller Clock Co.

Circle No. Y104 on reply card, P. 134

**LIGHTING GUIDE** presents information on lighting for any function or area in home. Illustrated with extensive lighting fixture line. Check chart for 19 different areas is designed to make planning easier.—Lightolier.

Circle No. Y105 on reply card, P. 105

**FOR NEW FLASHING**, re-siding, weather-proofing . . . "Champ" building materials. Catalogs detail uses of copper-bonded fishing, aluminum bonded paper, glass fiber building paper.—Ludlow Papers.

Circle No. Y106 on reply card, P. 134

**HOW TO INSTALL** a vinyl-tile floor. Ten-step procedure shown photo by photo, together with plenty of detailed instructions. Other data about Vina-Lux floor tile.—Azrock Products Div.

Circle No. Y107 on reply card, P. 134

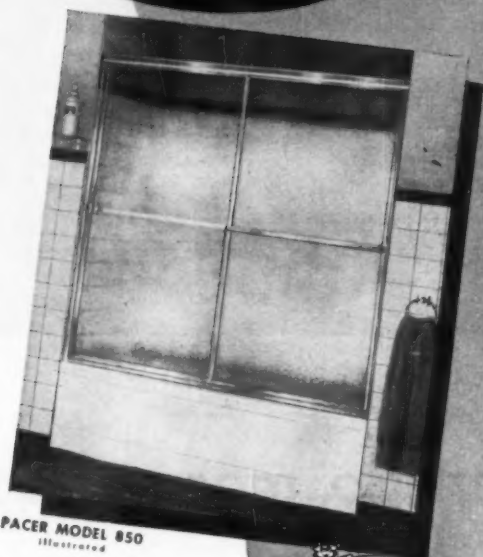
#### FOR A SLIGHT CHARGE . . .

**PROPER PLACEMENT** of wiring devices throughout home is discussed in 22-page booklet. Chart shows appliances, rooms where they will most likely be used, and outlets needed. Three types of switches are shown. Send 10¢ to Pass and Seymour, Inc., Solvay Ave., Syracuse, N.Y.

Give the Homeowner

- **HIGH STYLING**
- **MORE QUALITY**

with a



PACER MODEL 850  
Illustrated

Mr. Builder: For a low cost investment, you add an asset that can mean a sure sale—without penalizing your customer. This beautiful ShowerKite tub enclosure sells gracious living plus practical usefulness. Special features of the Model Shown—the Pacer No. 850—include stunning hammered frosted glass, gleaming aluminum extrusions, and two sturdy towel bars for convenience and safety.



A ShowerKite Tub Enclosure Makes Wet, Messy Bathrooms a Thing of the Past...

and you'll make a sure hit with the lady of the house. She will appreciate elimination of annoying, messy, slippery dump after the-shower floor mopping.

**PROMOTIONALLY  
PRICED**

Suggested Retail

**\$54<sup>95</sup>**

FOR 5 FOOT  
RECESSED TUBS

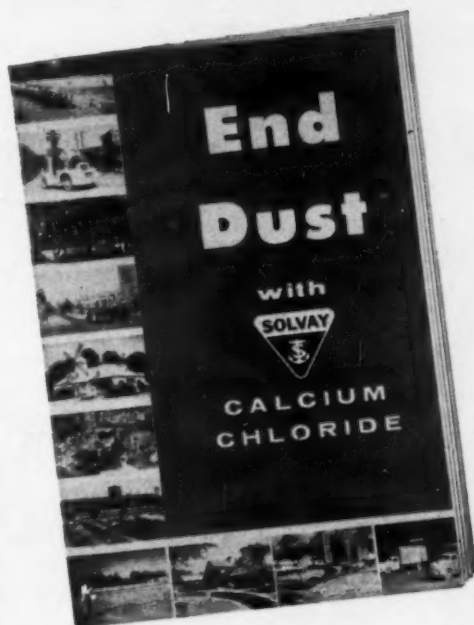
WRITE TO DEPT. AD750 FOR  
NAME OF NEAREST DISTRIBUTOR



**THEODORE EFRON Manufacturing Co.**  
7519 S. Greenwood Ave. Chicago 19, Illinois

# This book

shows you how to...



**... on all unpaved areas**

Dustproof tennis courts, driveways, parking spaces, playgrounds, race tracks, bridle paths, athletic fields, walks. Get your copy of "End Dust" and see how easily your own men can do the job with Solvay® Calcium Chloride and simple equipment. Even the longest season needs only a few treatments. Odorless flakes of Solvay Calcium Chloride eliminate dust by keeping the surface slightly moist. Average cost is only 4¢ to 6¢ per square yard! For details of where and how to apply, and quantity needed, mail the coupon.



**SOLVAY PROCESS DIVISION**

61 Broadway, New York 6, N. Y.

SOLVAY branch offices and dealers are located in major centers from coast to coast.

**Mail to Solvay for your copy!**

Please send, at no cost, a copy of "End Dust with Solvay Calcium Chloride."

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

34-79



## Your tractor can do more than

The tractor in the photo above isn't doing what it was designed to do. But it's demonstrating what more builders are finding out every day: that dollar for dollar, it's the most versatile piece of motorized equipment a builder can buy.

This particular tractor is owned (and operated) by Roy Nelson of Fairfield, Conn. Two years ago Nelson was building three houses a year; this year he expects to sell between fifteen and twenty. So he speaks with the authority of both a small builder and a growing one.

"If you use your tractor just for digging," says Nelson, "you're not getting all your money's worth. It can lower costs all over the house."

The photos and drawings on these pages show some of the ways a builder can benefit from his tractor. Experience and a little imagination can produce other ways. Nelson, for instance, uses his front-end loader as a high-speed jack when changing tires on a truck. And we know of at least one builder who puts ice and water into the loader bucket, uses it as a mobile beer cooler for special occasions, like roof-tree parties.

How big should a builder be to invest in a

tractor? Not big at all, says Nelson. "If I were starting again, I'd buy a machine when I hit about five houses a year. I'd have enough work to keep it busy a majority of the time. If I built less than that, I'd sub out the work."

And there lies the answer to the question of what to do with a tractor when there's no work for it: rent it to builders who don't own one. Says Nelson: "I can make enough subbing out my rig to keep up the payments on it." (Like most builders, he's financing his tractor.)

How about training operators? Not difficult at all, says Nelson. Anyone who can drive a truck can learn to run the tractor and loader in a couple of hours. The backhoe takes longer, but a man should be paying his way in a week.

"We've talked about jobs other than digging," says Nelson in conclusion, "but digging is just as important. I put in my own septic tanks with the tractor, and I save about \$100 a house. I do all my own sewers and catchbasins, and my own landscaping. That's another \$150.

"But the biggest thing is having the rig when I need it. I'll bet that saves me \$5,000 a year."





**YOU CAN TRANSPORT** materials around the job. The bucket holds three or four dozen blocks, dumps them without damage. Nelson uses the tractor to move his radial saw, other big power tools.

◀ **YOU CAN MAKE** an emergency scaffold out of the front-end loader. It goes up in seconds, can be moved quickly. And it forms a big, safe workable platform to hold the necessary materials and equipment.

## just move earth

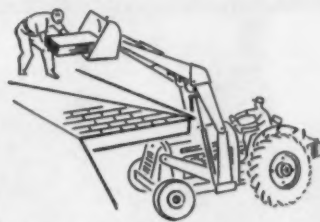
### What your tractor costs

Most popular with builders is a 2-ton tractor of 35 to 45 horsepower. It costs around \$4,000, with front-end loader. Power steering is optional (at about \$150) and most operators say it pays for itself in increased efficiency.

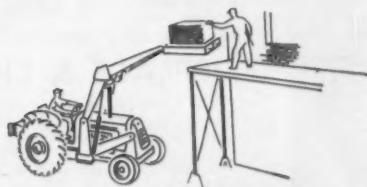
Most important attachment for the builder is the backhoe. It will cost somewhere between \$2,500 and \$3,200.

Tractors depreciate like cars: 25 per cent the first year, 25 per cent the next two years. (Most owners keep their machines at least that long.) Repairs should average \$50 to \$200 a year, barring accidents, and insurance another \$70.

Financing is usually 25 per cent down, 30 to 36 months for the balance.



**YOU CAN LIFT** roofing material on top of the house in a fraction of the time it takes to buggy-lug it up a ladder. Roofing paper, nails, and shingles for the whole roof can go up in just a few minutes.



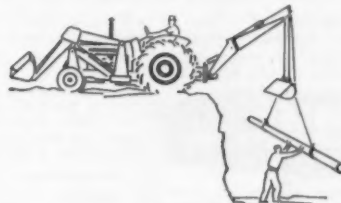
**YOU CAN HANDLE** materials on a fork lift that replaces the loader bucket. Changeover takes a few minutes. Brick on pallets can be moved, lifted to scaffold. Plywood decking can be lifted to the roof.



**YOU CAN SWING** wall panels and trusses into place with another type of attachment that will make a crane out of the loader. Booms are available to lift moderate-sized loads as high as 22 feet.

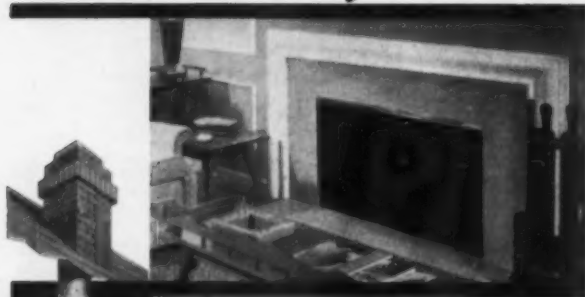


**YOU CAN CARRY** concrete in the loader bucket and dump it into places that the ready-mix concrete truck can't reach. This is much faster and cheaper than hand-trucking the material in wheelbarrows.



**YOU CAN USE** the backhoe as a crane in certain places. It is designed to go down, not up, which makes it ideal for dropping materials into excavations. Average backhoe can reach down about 13 ft.

**Cuts the Builder's Cost  
—Meets the Buyer's Need!**



## **Majestic THULMAN**

all-metal, wood-burning  
**FIREPLACE & CHIMNEY**

Costs less, takes less space and is easier to build. Completely fabricated (including chimney) of corrosion-resistant alloys and stainless steel. UL-listed multi-wall construction goes right against wood or other combustible material. Built-in fire screen. Any style mantel or hearth can be used. Choice of surrounds. Attractive brick-like chimney tops.

Also available: cost-saving Majestic Thulman chimney for regular heating needs.

Write for full details

The **Majestic** Co., Inc.

433-B Erie Street, Huntington, Indiana

## **AMAZING NEW TRENCHING TOOL DITCH WITCH**

Model M-3



1200-2400 FT.  
IN 8 HRS.

EARN\$  
\$120.00  
A DAY

TRENCH COST  
USUALLY  
ABOUT  
2¢ A FOOT

IF IT CAN  
BE DUG...  
DITCH WITCH  
WILL DIG IT!

FEATURES: Sealed planetary geared reduction unit eliminates excess belts, sheaves, chains and sprockets. Telescoping boom and sectional chain easily adapt unit for maximum performance on any job.

Trenches 3-8" wide, up to 4' deep; digs road crossings; gas, water, electric and telephone service lines; undercuts sidewalks; and trenches for ground wires, street lighting, traffic signals, sprinkler systems, footings, etc.

**CHARLES  
MACHINE WKS., INC.**  
PERRY, OKLA.

CHARLES MACHINE WORKS, INC.  
631 B Street, Perry, Okla.

Gentlemen: Please send the information checked, at no obligation.

☐ Demonstration ☐ Contractor's Service  
☐ Literature ☐ Rental Information

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Distributors all over the world sell, rent and service Ditch Witch trenchers. Contractor's service is available everywhere at reasonable rates. For further information, write, wire or call.

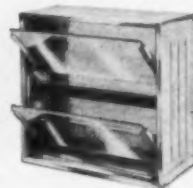
## **WEATHER-BLOC**

the ALL-WEATHER LOUVERED VENTILATOR  
for Small Area Glass Block Panels



**EASY to INSTALL!**

NO EXTRA PREPARATION  
NEEDED — INSTALL IT AS  
YOU WOULD A  
GLASS BLOCK



**INTERIOR**  
Glass Louvers  
with Finger-tip  
Adjustment



**EXTERIOR**

Available with  
either  
Stainless-Steel  
or Glass Louvers

Purchase through your Glass  
Block Dealer or Distributor  
... also sold nationally by

WINCO VENTILATOR CO., INC.  
533 Bittner St.  
St. Louis 15, Mo.

Weather-Bloc is made  
to replace individual  
Glass Blocks

Distributors—write for further information

**WEATHER-BLOC CO., INC.**

3718 N. Southport Ave., Chicago 13

The Essential Accessory for Glass Blocks

Weather-Bloc  
is also available in  
double-width for 6" &  
8" Glass Blocks.

# **REPAIR FOR YOUR B&D TOOLS**



For genuine Black & Decker repairs check  
Yellow Pages under "Tools-Electric" for ad-  
dress of nearby Black & Decker

### **FACTORY SERVICE BRANCH**

Free tool inspection when requested • Gen-  
uine B&D parts used • Factory-trained tech-  
nicians handle all work • Standard B&D  
Guarantee at completion of recommended  
repairs • Fast service at reasonable cost.

Or write for address of nearest of 48 branches to:  
THE BLACK & DECKER MFG. Co., Dept. 54207, Towson 4, Md.



**Black & Decker**

QUALITY ELECTRIC TOOLS





"We turn over capital twice as fast with **USS Homes**"

says *E. J. McCoy, Vice-President, J. A. McCoy & Sons, Inc.,  
Pontiac, Illinois.*



"**E**RECTING A CONVENTIONAL HOME," explains Mr. McCoy, "takes us about 12 to 16 weeks. Compare that to 6 or 8 weeks for a U. S. Steel home, and you have one reason why after more than 30 years as a conventional home builder, we are now building more USS homes than any other kind. We can sell faster and—more important—re-invest our capital more quickly. We're saving on erection and labor costs, too, and it's easier for us to determine costs with a U. S. Steel home package."

United States Steel Homes are best sellers—because they're better-built homes. Rigid frame construction and the use of steel in critical places make for a tight, warp-resistant home. Steel's flexibility permits a wide range of expression within a basic design package. There's a home in this exciting Steelstyle line to fit your market!



**United States Steel Homes  
Division of  
United States Steel**

**PROFIT NOW!** Be a USS Homes builder-dealer! Our trained representatives are available to help you in all phases of your operations including financing and promotion. Send the coupon below for free brochure that tells more about the exciting Steelstyle line.

*USS and Steelstyle are registered trademarks*

**FREE BROCHURE!**

**United States Steel Homes Division  
United States Steel  
Dept. AB-79, 525 William Penn Place  
Pittsburgh 30, Pa.**

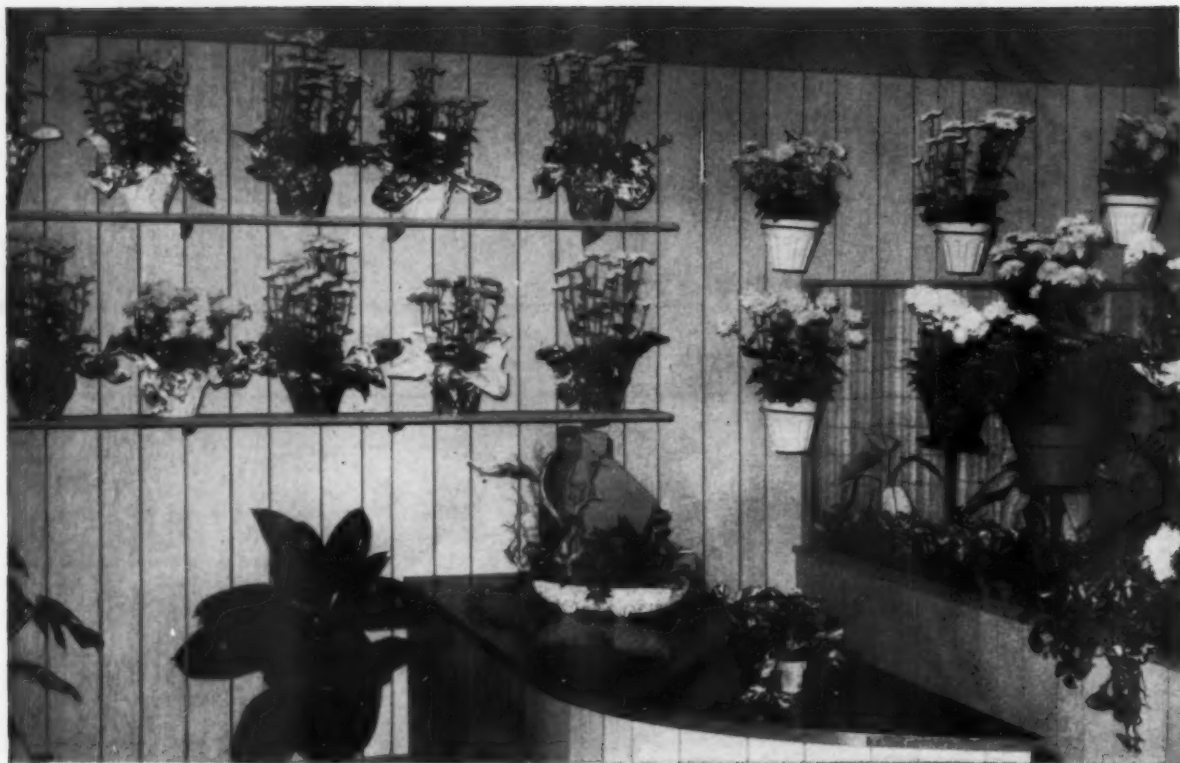


*Please send me your colorful, 16-page brochure containing detailed information on exciting USS Steelstyle Homes for '59.*

Name.....

Firm.....Address.....

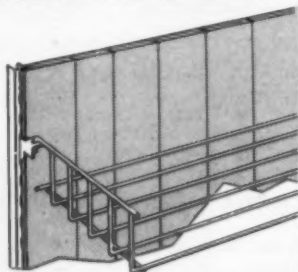
City.....State.....



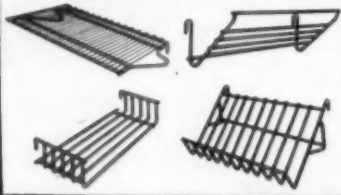
## SEVEN MINUTES AGO THIS WALL WAS BARE!

*displays, even merchandise shelves added in a jiffy  
with Masonite's Panelok wall system*

### HERE'S THE SECRET



Almost hidden metal lockstrips support the 2' panels, hold a variety of Adjust-A-Bilt® removable accessories. Panelok is easy to install in new construction or remodeling.



### Combines beautiful Royalcote® panels with interchangeable fixtures

What a terrific idea for getting more commercial business, more store and office remodeling!

Masonite® Panelok is not only a strikingly beautiful and durable hardboard panel product—with a rich, wood-grained pattern in any of four popular colors; it's also a complete system for creating artistic displays. It includes a variety of shelves and fixtures that can be installed and removed in minutes *with no harm to the wall!*

What a boon to the florist, the department store, the gift shop, the beauty shop, the bank and any other merchant who wants the luxury look of a wood-grained wall plus the freedom of display space anywhere on the wall.

See Panelok at your lumber dealer's now! See why it is already a sensation in the new-homes field. Then count up the places where you can install it—profitably. Masonite Corporation, Dept. AB-7, Box 777, Chicago 90, Ill.

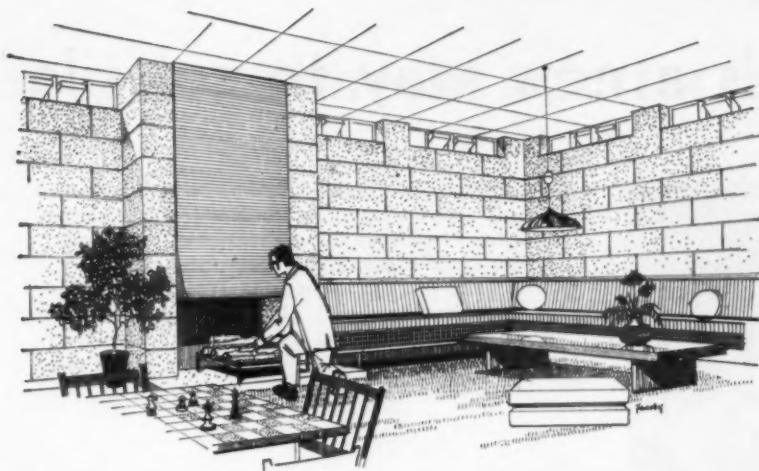
**MASONITE**   
CORPORATION

©Masonite Corporation—manufacturer of quality panel products.

\*Reg. T.M. U.S. Pat. Off. by L. A. Darling Co.

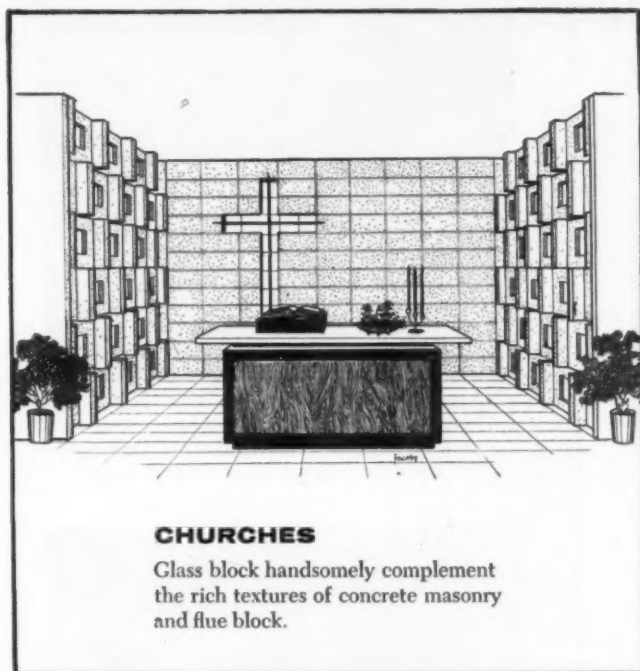


# So many distinctive designs begin with Owens-Illinois Glass Block...



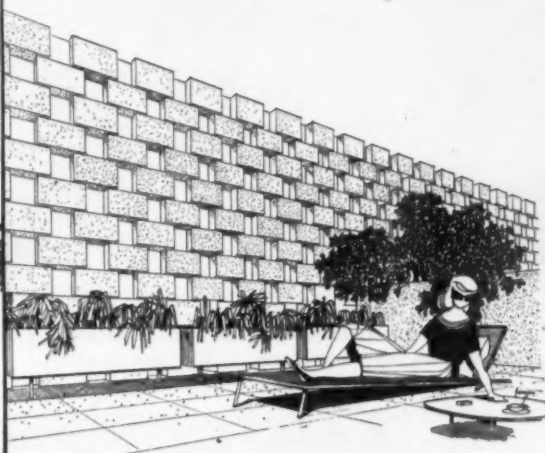
## BASEMENTS

O-I Glass Block and Panel Vent units are set between concrete masonry piers to provide perimeter illumination and ventilation.



## CHURCHES

Glass block handsomely complement the rich textures of concrete masonry and flue block.



## OUTDOOR TERRACES

A terrace wall of Owens-Illinois Glass Block and concrete masonry provides privacy and an elegant decorative effect.

Plan now to add the beauty of Owens-Illinois Glass Block to your new buildings. A new idea-packed booklet, "Ideas Unlimited," prepared for Kimble Glass Company and the National Con-

crete Masonry Assn., by Robert M. Engelbrecht, A.I.A., is now available to help you. For your copy, write Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-7, Toledo 1, Ohio.

OWENS-ILLINOIS GLASS BLOCK  
AN **®** PRODUCT

OWENS-ILLINOIS  
GENERAL OFFICES • TOLEDO 1, OHIO

## Here's a new way to set tile:



**EVEN A ROUGH-SURFACED** concrete block wall makes a good tile backing with new dry-curing, thin-set mortar. Here editor Lou Vorse learns how to use it from John Stefano, at TCA's research center.

**T**he Tile Council of America has developed a fast, easy-to-use tile mortar that combines the advantages of conventional mortar with those of organic "mastics."

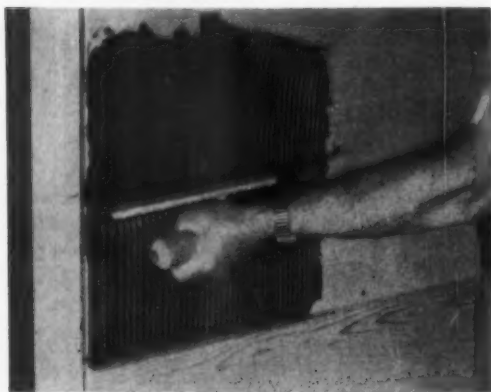
The new mix, designated TCA Formula 756, was invented by Dr. H. B. Wagner, chemical research director at the Tile Council of America's research center. It makes up into a thin-set, dry-curing Portland cement mortar. And

WHAT

HOW

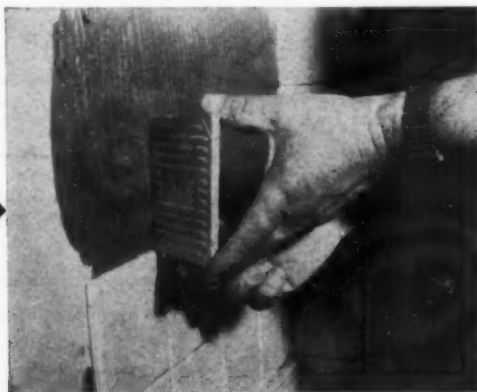


**1 MORTAR IS TROWELED ON**, then spread evenly. Adding one or two parts sand for each part of Formula 756 will increase workability, cut costs, but won't weaken the final bond.



**2 MORTAR IS GROOVED OUT.** It must be spread as thin as the trowel notches will permit. The new material will bridge relatively deep hollows and still provide a firm tile bed.

HOW



**3 TILES ARE SET** with their grooves at right angles to those in the mortar bed. Once in place, the tiles are tapped in and leveled in the same manner as with ordinary mortar.

# use a thin-set mortar bed

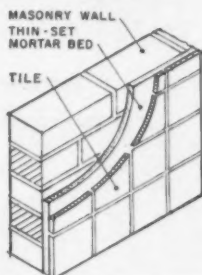
it costs about 6¢ per sq. ft., which means it's in the price range of mastic, a little more expensive than regular mortar.

Formula 756 is made by four TCA licensees. They are: California Stucco Products, San Francisco; Upco Co., Cleveland; L & M Tile Products, Dallas; and Borden Chemical Co., Peabody, Mass. It comes ready to use or as an additive to regular Portland cement.

## Section of masonry

wall, tile applied

with thin-set mortar

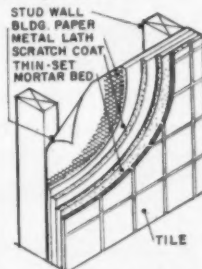


**BEST USE** of thin-set mortar is against masonry backing. Besides filling surface irregularities, the new mix eliminates the need to soak tiles before putting them on, as the mix won't give up water.

## Section of lath-backed

wall, tile applied

with thin-set mortar

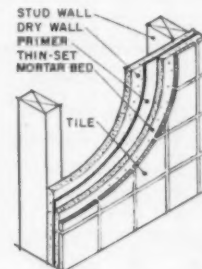


**ANOTHER APPLICATION** is over metal lath with a scratch coat. However, a leveling coat of regular mortar should be put on over the scratch coat before the thin-set mortar bed goes on.

## Section of drywall,

tile applied with

thin-set mortar



**A THIRD APPLICATION** is directly over drywall. In parts of the house where walls will be splashed (such as bath, laundry, etc.) a prime coat must be applied, as specified by the manufacturers.

## You may want to use the new mortar because:

1. It lets you do the job with less mortar. This means savings in material, and, when extensive leveling is required, insures your getting a light-weight job.
2. It doesn't give up moisture. A special additive in TCA's 756 mortar mix gives a syrupy mixture, prevents the mortar from losing water either to the tile or to a masonry backing. Therefore you needn't soak either tile or masonry and the backing is less likely to shrink and crack the mortar.
3. It sets quickly. Usually, you can grout two hours after setting wall (absorptive) tile. With floor (vitreous) tile, you can generally grout within four to six hours.

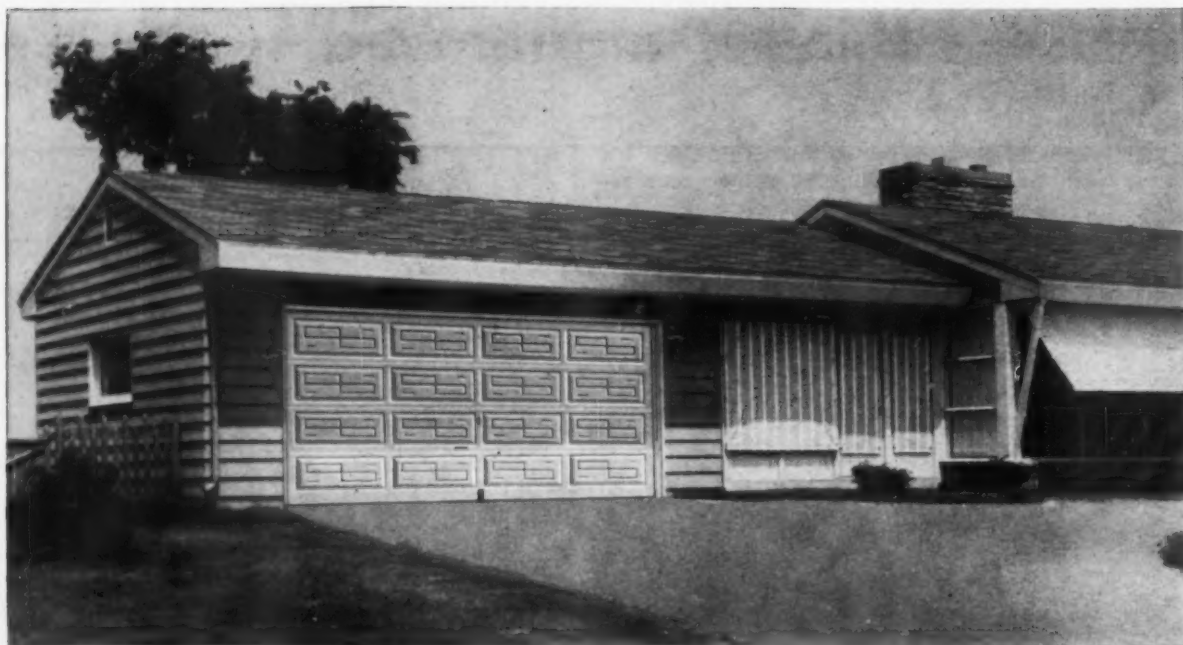
## Or you may like the new mortar because:

1. It can be used on more uneven surfaces. Since mortar sets by a chemical reaction (hydration), instead of by evaporation (like mastic), you get a firm, fast, even setup regardless of layer thickness. Therefore, the new mortar can bridge larger irregularities than most mastics.
2. It doesn't give off organic odors or fumes. This can pay off in higher productivity because workmen will be more comfortable.
3. It's easier to clean up. The new mortar won't stain the tile or stick to your tools. All you need at cleanup time is water.

## But remember this:

1. Don't apply TCA's dry-curing mortar directly over wood, metal, hardboard, plastic or paint. The mortar doesn't bond well with these materials.
2. Don't apply it to floors (or wherever else vitreous tile might be used) without adding sand to the mix. Using a "neat" mortar in such cases weakens the bond.

# Why settle for less than you get with **Rō-WAY OVERHEAD DOORS?**



There's no need to sacrifice quality for economy in the garage doors for your homes! Not when you install RO-WAY overhead doors. Because RO-WAY garage doors are quality-built through and through—yet competitively priced!

And you can prove it to yourself by comparing RO-WAY with any other make. You'll see that RO-WAY materials are superior quality . . . that RO-WAY hardware is generally heavier gauge, yet trimmer . . . that RO-WAY craftsmanship

is unsurpassed.

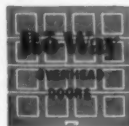
And you'll see that RO-WAY operation is free and easy, smooth and quiet. For the specially designed track, ball bearing rollers and tension-balanced springs mean responsive performance at the lightest touch.

So why settle for less, when you get so much *more* with RO-WAY doors? Call your RO-WAY distributor for full details—he's listed in the Yellow Pages.

**For added convenience, install the RO-WAY Model 80  
Electric Operator with push-button or remote radio control.**

*there's a Ro-Way for every Doorway!*

RESIDENTIAL • COMMERCIAL • INDUSTRIAL



Only a GARAGE offers:

- COMPLETE PROTECTION
- FINISHED APPEARANCE
- EXTRA STORAGE SPACE
- EXTRA ROOM

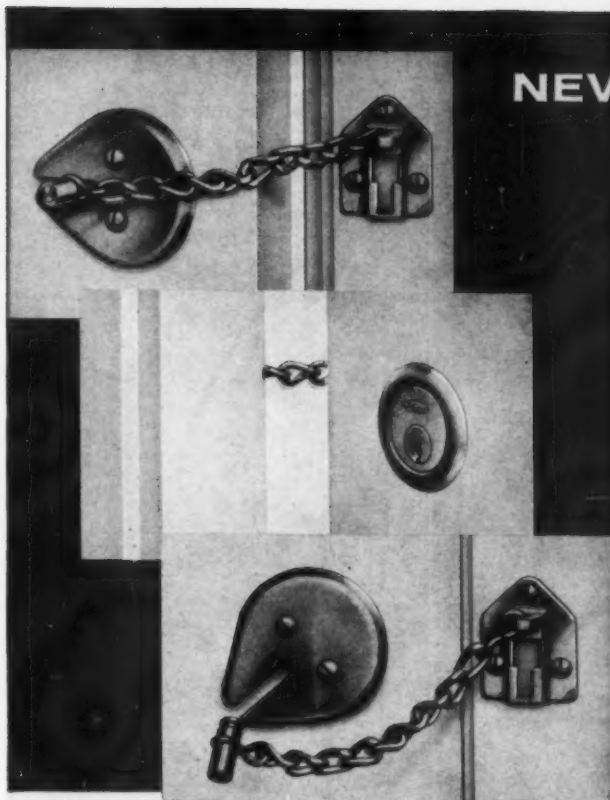
SEE OUR CATALOG  
IN SWEET'S  
ARCHITECTURAL  
FILE  
OR WRITE FOR COPY

**ROWE MANUFACTURING COMPANY**

710 Holton Street, Galesburg, Illinois

AMERICAN BUILDER





**NEW**

## **DORGUARD**

- ▶ **SECURITY:** Permits identification before admission
- ▶ **CONVENIENCE:** Allows entrance by key from outside

Lockwood's DORGUARD provides a new feeling of security for the whole family. Ideal where small children may rush to answer the door bell . . . for elderly folk . . . or for the lady, home alone. DORGUARD permits identification of a visitor with complete security. Chain cannot be removed from outside without key, but can be easily removed by the occupant.

AND what convenience! Members of the family can enter at any time—a turn of the key releases the chain. Easy to install, too—just one hole required.

- ▶ DORGUARD can be furnished keyed alike with Lockwood residential locksets at no extra charge.

*New  
Visual Appeal*

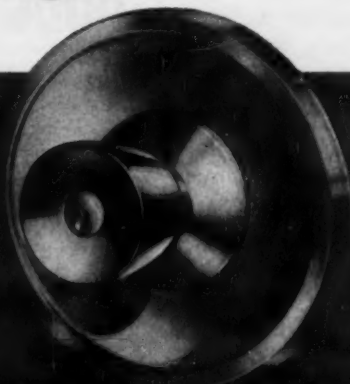
**to help you sell more  
houses — the 2 BIG HITS  
of the NAHB Show  
In Chicago.**

**America's finest  
low-cost residential lockset**

**LOCKWOOD 'R' Series**

• Can be keyed alike with DORGUARD

Here is double-barrelled sales appeal . . . the best-looking, best locking, easiest to install lockset in the low-cost field plus handsome, unique DORGUARD. And they can be keyed alike singly, in pairs, or in any number of combinations.



No. 572 decorative trim plate with Thunderbird Design 'R' Series — 5-pin tumbler cylinder, all steel mechanism, all functions.

GET THE FULL STORY ON DORGUARD AND LOCKWOOD 'R' SERIES FROM YOUR DEALER OR WRITE DIRECT.

# **LOCKWOOD**

LOCKWOOD HARDWARE MANUFACTURING COMPANY, FITCHBURG, MASS.

*"But just how far  
can I trust  
these rumors?"*



## Smart contractors depend on **DODGE REPORTS** instead of gossip

In today's fast-moving new construction market, rumor chasing can cost far more than *Dodge Reports*. Successful contractors are relying on *Dodge Reports* more than ever for information that enables them to select the kind of jobs they want to go after... the jobs that can do them the most good. They get more good opportunities through access to more timely facts.

*Dodge Reports* come to you each day. They give you advance notice on who's going to build what and where

...in your area, in the types of construction you're interested in. You select the jobs that look right for you. *Dodge Reports* keep you informed, too. Follow-up reports tell you when bids (or re-bids) are wanted, when plans and specs are ready — even who you're competing with. It's the kind of help you need to follow up a job.

If you do business anywhere within the 37 eastern states, you should learn how *Dodge Reports* can improve your operation and your profit picture.

### WRITE FOR FREE BOOK

F. W. Dodge Corporation, Construction News Division,  
119 West 40th Street, New York 18, N. Y., Dept. AB79

Send me the book "Dodge Reports—How to Use Them Effectively" and let me see some typical Dodge Reports for my area. I am interested in the general markets checked below.

- ☐ House Construction      ☐ General Building  
☐ Engineering Projects (Heavy Construction)

Area \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**Dodge Reports**

For Timed Selling  
to the Construction Industry

# Add extra value, volume and profits to your kitchen jobs!



## Whirlpool DISHWASHERS

**have exclusive woman-appeal  
that makes plus sales easy!**

An RCA WHIRLPOOL dishwasher adds extra value because it gives your customers more exclusive convenience features than any other . . . automatic *Dial-A-Cycle*\* control lets you dial the exact dishwashing cycle required . . . "Random-Loading" racks provide easiest loading ever . . . *Filter-Stream*\* system constantly cleans wash and rinse water, eliminating scraping or pre-rinsing dishes . . . greater capacity than any other standard model, yet it's a slim 24" wide . . . washes cleaner, based on tests with 7 leading makes . . . dries spotlessly . . . flexible custom beauty, new Select-A-Door\* trim kits enable you to finish front panels to match or contrast with any kitchen decor.

Extra volume and profits for you because an RCA WHIRLPOOL adds more dollar volume, profit and customer satisfaction to every kitchen you remodel. The RCA WHIRLPOOL brand name means quality performance to every buyer . . . puts more woman-appeal in every job! Choice of 24" portable or built-in models.

\*Tmks.

### MAIL COUPON FOR COMPLETE INFORMATION

Contract Sales Division AS-7  
Whirlpool Corporation, St. Joseph, Michigan  
Please send me promptly complete information on the new RCA WHIRLPOOL dishwashers and disposers.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Firm Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_  
County \_\_\_\_\_ State \_\_\_\_\_



### New food waste disposers "whisper" while they work!

Mounted in rubber for extra-quiet operation. Available in batch-feed or continuous-feed models that eliminate food wastes in seconds, even bones, fruit pits or lobster shells.

RCA WHIRLPOOL . . . America's first family of home appliances  
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks ® and RCA authorized by trademark owner Radio Corporation of America

as  
little  
as  
\$29<sup>95\*</sup>  
puts the  
luxury of  
shatterproof  
**WASCO**  
**SHOWERWALL**  
in your  
bathrooms!



**HERE'S SOMETHING NEW TO SELL . . .** at a price that's unbelievable! Made of shatterproof Acrylite panels, Wasco Ocean Pearl Showerwall adds luxury to your bathrooms that is irresistible to women. And, women find these practical features irresistible, too: **SAFE . . .** made of shatterproof Acrylite; **EASY TO CLEAN . . .** just wipe it and it sparkles; **KEEPS WATER OFF THE FLOOR . . .** eliminates slipping and mopping; **HARMONIZES WITH ANY COLOR . . .** and, Ocean Pearl Showerwall never needs replacing.

**GET THE PROFIT-MAKING FACTS, TODAY!** \*Your cost for Ocean Pearl Showerwalls can be as little as \$29.95 a unit in quantity lots. And, a free Showerwall is yours for your model home if you use Wasco Showerwalls in 24 or more homes. (Special plan for tracts of 100 or more homes.) For complete details and prices, wire collect.



**WASCO**  
**SHOWERWALL**

WASCO PRODUCTS, INC., 5 BAY STATE ROAD, CAMBRIDGE 38, MASS.



HOMES WITH  
**Shakertown®**  
**GLUMAC**  
SHINGLE UNITS



**GO UP FASTER!**

HOMES WITH  
**Shakertown®**  
**GLUMAC**  
SHINGLE UNITS



**GO UP FASTER...COST LESS!**

HOMES WITH  
**Shakertown®**  
**GLUMAC**  
SHINGLE UNITS



**GO UP FASTER...COST LESS...LOOK BETTER!**

Now you can nail down extra profits on every job. Because Shakertown Glumac Units have a lower applied cost than any other type of siding, you build a better home for less money. Big easy-to-handle Glumac Units can be nailed over studs or sheathing in less than half the time it takes to apply any other siding. Matching colored nails (furnished) and Jiffy Corners make finishing faster and easier! Produced with special backer board for maximum insulation, nationally-advertised Glumac Units are genuine red cedar shingles pre-stained in 12 colors with real sales appeal. Get all the facts before your next start!

**Shakertown®**  
CORPORATION



Send today for  
your free copy of the  
Shakertown Color  
Ideabook



Shakertown Corporation  
Department AB-79  
20310 Kinsman Road • Cleveland 22, Ohio

Please send me the Shakertown Color Ideabook.

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

8200-072

Shakertown Regular, DeLuxe & DeLuxe Jumbo GLUMAC UNITS • SIDEWALL SHAKES • STAIN • JIFFY CORNERS

**How you can save as much as \$10 an hour:  
carry concrete in your crawler loader**



**LOADING CONCRETE** into ½-yd. loader bucket. This is as close to the site as the mixer truck can go. Barcus (back to camera) helps handle the chute. He's not in the habit of doing his own concrete work, but keeps close to the cost and methods used by his subs.



**CRAWLER LOADER** moves up incline to site. Operator can go over very rough ground by moving slowly. On easier ground, a wheeled tractor could do the job faster (see Land Planning, p. 190). Barcus used to rent a crane for this task, saves \$10 an hour with crawler.

**L**ike to save \$10 an hour? Small-volume builder Van Barcus, of Glendale, Calif., does just that whenever he pours concrete on hard-to-reach sites. Here's how:

Many of Barcus' homes are built on hillside plots, where concrete trucks can't be brought in. So, to get concrete up to the foundations, he used to hire a crane with a concrete bucket. At \$19.50 an hour, however, this proved rather expensive.

Barcus' current approach is to hire a small tractor loader instead of the crane. Since the tractor's hourly cost is only \$9.50, Barcus saves \$10 an hour. (These figures include the operator's wages.)

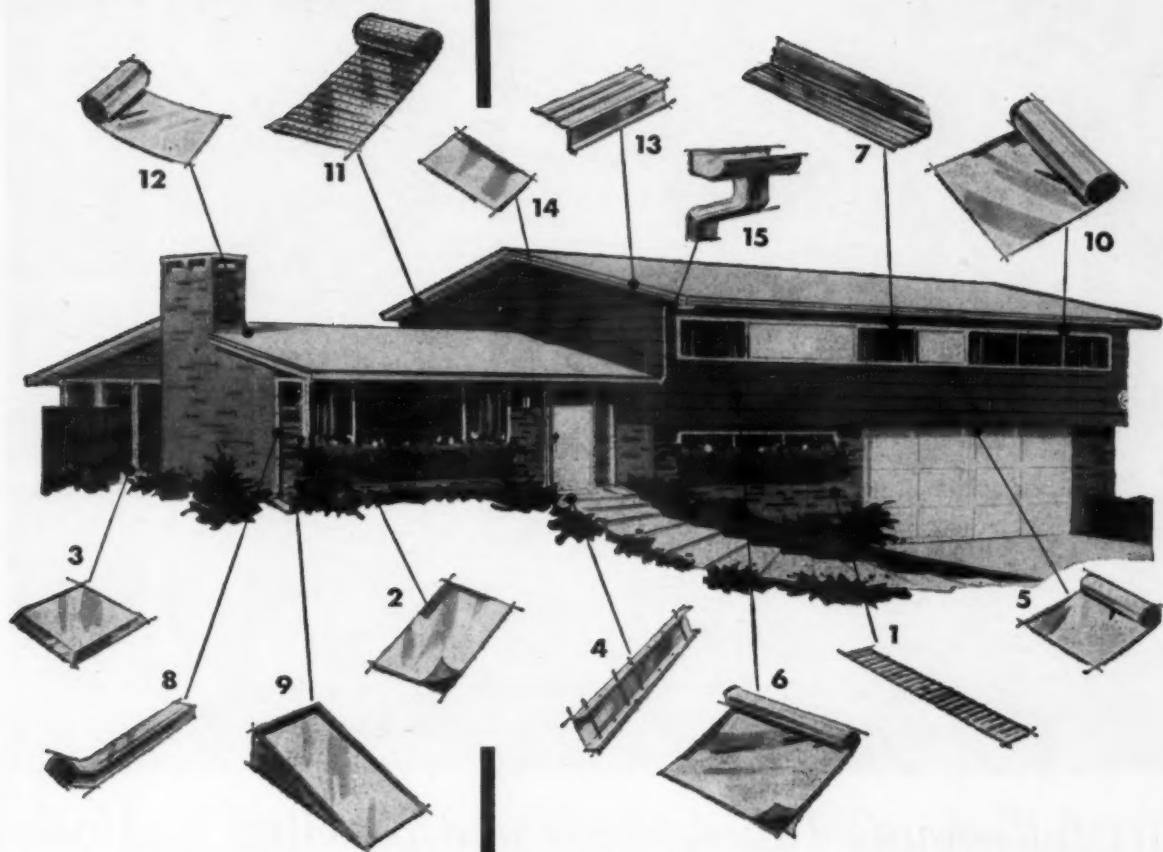
Besides the cost advantage, the builder gets two other benefits from the tractor. It can reach many places inaccessible to the crane—which means it doesn't have to be supplemented by wheelbarrows, as the crane sometimes did—and it can be useful between pourings, on such jobs as grading and hauling.



**AT SITE**, concrete is moved from the bucket into the forms for an interceptor ditch. Normally, the concrete is dumped directly into the forms, but in this case, the narrow space between boards made it necessary to transfer the material by shovel.

# The Hidden Persuaders

Add these hidden construction values that help persuade prospects to buy *your* houses. They save you time on the job and help you cut costs with a clear conscience!



1. Wall Ties—galvanized. 2. Vapor Barrier—aluminum. 3. Preformed Termite Shields—aluminum and galvanized. 4. Footer Forms—galvanized. 5. Utility Stock—aluminum. 6. Reflective Insulation—aluminum. 7. Building Shapes—aluminum and galvanized. 8. Down Spouting—aluminum and galvanized. 9. Splash Pan—aluminum. 10. Vapor Barrier—copper. 11. Soffit Stock—aluminum. 12. Roll Valley—aluminum and galvanized. 13. Roof Edges—aluminum and galvanized. 14. Roofing Accessories—aluminum and galvanized. 15. Roof Draining Products—aluminum and galvanized.

FREE! SEND FOR OUR COLORFUL FOLDER SHOWING THE COMPLETE LINE OF QSM METAL RESIDENTIAL BUILDING PRODUCTS.

IT'S NEW! IT'S COLORFUL!  
IT'S INTERESTING!



QUAKER STATE METALS COMPANY  
Box 1167-0, Lancaster, Pa.

Gentlemen:

Please send me your new Residential Building Products Folder.

Name .....

Address .....

City ..... Zone ..... State .....



QUAKER STATE METALS COMPANY • LANCASTER, PA.

# NEW! MARLITE RANDOM PLANK



5148

## *fully-finished random-grooved paneling in six exclusive, new Trendwood finishes*

Marlite now offers true random planks . . . 16" wide and 1/4" thick for easy handling . . . edges tongued and grooved for easy installation. The beautiful new Trendwood finishes (Danish birch, English oak, Swedish cherry, Italian cherry, Swiss walnut, American walnut) were developed especially for Marlite by American Color Trends to complement any room, any decor.

New 1/4" thick Marlite Random Planks go up quickly over furring or existing walls, lower your in-place costs. It's the modern new paneling for dry-wall interiors, new or remodeled. And Marlite's soilproof melamine plastic finish needs no further painting or protection . . . resists stains and mars for years! Get details from your building materials dealer, or write Marlite Division of Masonite Corporation, Dept. 703, Dover, Ohio.

*that's the beauty of* **Marlite®**  
*plastic-finished paneling*



MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

MARLITE BRANCH OFFICES AND WAREHOUSES: 204 Permalume Place, N.W., Atlanta 18, Georgia • 18 Moulton Street, Cambridge 38, Mass. • 1925 No. Harlem Ave., Chicago 35, Illinois • 9908 Chancellor Row, Dallas 35, Texas • 3050 Leona Blvd., Los Angeles 58, Calif. • 2440 Sixth Avenue So., Seattle 4, Washington • Branch Office: 101 Park Avenue, New York 17, N.Y.





"Tuffy Tapers"  
help you  
build more  
value  
in your homes...



## Rolling ball shows Flintkote 12" Tapered Strips pack more weight on the weather end!

*At left:* a stack of conventional shingles.

*At the right:* the same number of Flintkote 12" Tapered Strips.

Note the difference in weight and thickness between

the two. The extra weight, extra thickness of the "Tuffy Tapers" at the exposed butt starts the ball rolling—demonstrates you sell up to one-third more protection and gives your roofs a handsome shadow line.

Now—weight comparison tests conducted by a leading Research Laboratory prove it. Here are the findings:

Manufacturer	Act. Wt. per Sq.	Wt. of Exp. Tab per Shingle	Shingles per Sq.	Total Wt. Ex. Area per Sq.
Competitor A	330	27 Oz.	80	135.2
Competitor B	321	26¾ Oz.	80	134.4
Competitor C	302	27½ Oz.	80	137.6
Competitor D	289	22¾ Oz.	80	114.4
Flintkote Taper	274	28¾ Oz.	80	141.6

Meet "Tuffy Taper" at  
your Flintkote dealer!

For complete information  
on "Tuffy Tapers"—pound  
for pound, dollar for dollar  
the greatest buy in roofing  
today, see your Flintkote  
dealer or write: The Flint-  
kote Co., 30 Rockefeller  
Plaza, New York 20, N. Y.



*America's Broadest Line of Building Products*

FROM THE ORIGINATORS OF JET PUMPS

# STAR<sup>line</sup> HIGH PRESSURE MULTI-STAGE -WATER SYSTEMS



Now for no more money...

## MORE WATER with HIGHER PRESSURES

STAR line . . . Jacuzzi Bros. newest triumph in pump engineering. Now higher pressures to operate home laundries, dishwashers, lawn sprinklers simultaneously with peak efficiency. Now great volumes of water to satisfy the modern homeowners' greater demands for running water under pressure. All at the price of an ordinary single-stage water system.

FOR DEEP WELLS . . . self-priming, multi-stage jet systems for lifts to 400 feet.

FOR SHALLOW WELLS . . . self-priming, multi-stage jet systems for lifts to 25 feet.

SUBMERSIBLE PUMPS, too, for 4, 6 & 8 inch diameter wells and larger.



UNIVERSAL

## STAR<sup>line</sup> PUMPS & WATER SYSTEMS

Available thru Jacuzzi and Universal pump dealers coast to coast.



### JACUZZI BROS. INC.

4100 Bayless Ave., St. Louis 23, Mo.  
Jacuzzi Ave., Richmond, Calif.

Send new 8-page factual bulletin on STAR line water systems.

Send data on new portable pumps for contractors.

Have local dealer call me.

Name \_\_\_\_\_

Phone \_\_\_\_\_

Firm \_\_\_\_\_

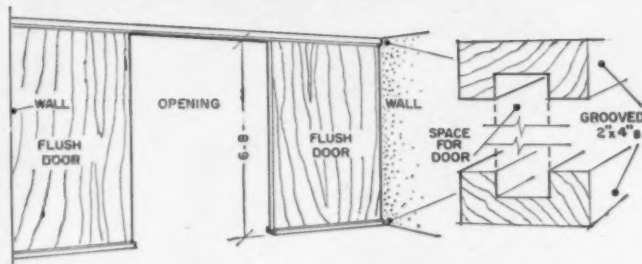
Address \_\_\_\_\_

American  
Builder

## TRAINING YOUR MEN

# How to do it better

## Flush doors make an attractive, economical room divider



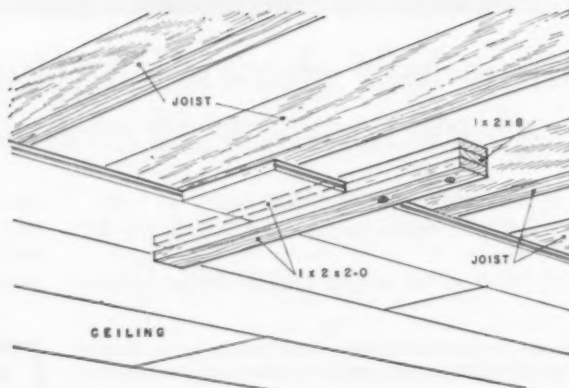
This economical room divider can be installed with a minimum of skill and/or labor. It consists of two flush hardwood doors and three 2x4's.

To build it, nail a grooved 2x4 above the opening (see

drawings, above). Nail two shorter 2x4's, also grooved, to the floor. The doors are held in place by the grooves. For a paneled effect, use a natural finish on the doors.

N. M. Pittman, Overton, Tex.

## Simple device, made of scrap lumber, speeds ceiling-board installation



Here's a device that will greatly simplify installation of ceiling boards. You can make it from scrap 1x2's.

To use it, after the first ceiling board is in place, slide the device over the end of the next

board to go up. Then slip the whole assembly over the in-place board, as shown. The workman's hands are now free to do fitting and nailing, take out kinks.

E. L. Giese,  
Lake George, Minn.



**a firm foundation**

**for a building  
or a subdivision...  
starts with secure  
title to the property.**

Lawyers Title Insurance Corporation has worked with more builders over a wider area than has any other Title Insurer.

Through wider experience, Lawyers Title has ready knowledge of the requirements of financing sources from coast to coast—The kind of knowledge that makes Lawyers Title policies readily accepted and frequently requested by major lenders—The kind of knowledge that makes a builder's road smoother.

A service representative will be happy to give you detailed information—wherever you may be located, simply write

TITLES INSURED THROUGHOUT 44 STATES, INCLUDING HAWAII; THE DISTRICT OF COLUMBIA, PUERTO RICO AND CANADA.  
NATIONAL TITLE DIVISION OFFICES: CHICAGO • DALLAS • DETROIT • NEW YORK  
39 BRANCH OFFICES—275 AGENCY OFFICES—MORE THAN 14,000 APPROVED ATTORNEYS ARE LOCATED THROUGHOUT THE OPERATING TERRITORY.

# Lawyers Title Insurance Corporation

Home Office - Richmond, Virginia

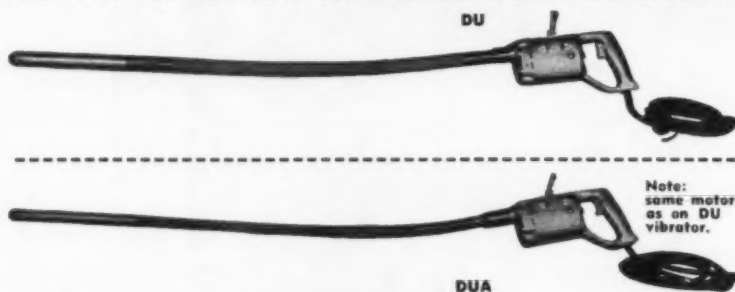
# NEW MIDGET VIBRATOR

Very Versatile

$\frac{7}{8}$ ",  $1\frac{1}{4}$ ",  $1\frac{5}{8}$ ", and 2" HEADS

Stow Manufacturing Company has just put on the market a rugged, small electric vibrator that is extremely versatile. The model DU vibrator is available with either a  $1\frac{1}{4}$ " or  $\frac{7}{8}$ " vibrator head and with various length flexible shafts from 2 ft. to 21 ft. long. These small vibrator heads really pack a wallop and are driven by a lightweight  $\frac{3}{4}$  HP universal motor at 12,000 vibrations per minute. The STOW DU Midget vibrator is shown here vibrating  $1\frac{1}{2}$  inch slump concrete tongue beams. Because of the small vibrator heads, the DU is ideal for jobs with narrow forms, such as precast work, vaults and manholes and on jobs where the reinforcement is closely spaced. It is also extremely useful for small jobs such as sidewalks, cellar floors, patios and swimming pools.

The DU vibrator may also be obtained with  $1\frac{5}{8}$ " or 2" vibrator heads. All STOW vibrator heads have duplex ball bearings at each end supporting the eccentric weight and are sealed to retain the oil lubricant for life. The  $\frac{3}{4}$  HP universal motor weighs only 9 lbs., has a trigger switch in the handle, and features thermal overload protection.



$1\frac{1}{4}$ " HEAD FOR DU



$\frac{7}{8}$ " HEAD FOR DUA

Ideal for narrow forms

- $\frac{3}{4}$  HP Universal motor
- Thermal Overload protection
- Operates on 115 volt AC or DC, 25 to 60 cycles
- $1\frac{1}{4}$ " head standard on DU
- $\frac{7}{8}$ " head standard on DUA

For more information on the STOW DU Midget vibrator, write Stow Manufacturing Company, 142 Shear Street, Binghamton, N. Y.

Stow Manufacturing Company  
Dept. J-2, 142 Shear St.  
Binghamton, New York

Please send me Concrete Equipment Cat. 580.

Name ..... Company .....

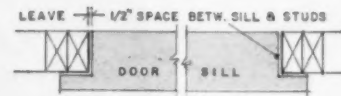
Address .....

City ..... State .....

## HOW TO DO IT BETTER

(Continued from page 208)

**Door sills won't warp  
if you let them expand**



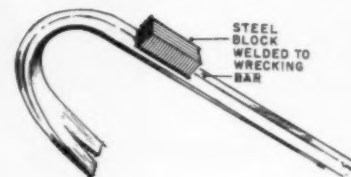
Here's a way to prevent door sills from warping after they've been installed.

As shown in the drawing above, leave a  $\frac{1}{2}$ -in. space at either end of the sill. This will allow the sill to expand if it picks up moisture.

For added protection, use treated lumber.

N. M. Pittman,  
Overton, Tex.

**Modified wrecking bar  
can double as a hammer**



To save time, and cut the number of tools you have to lug, weld a metal block to your wrecking bar, as shown above. The same bar can then be used to pull and pound spikes, do other rough jobs.

S. Clark,  
East Bradenton, Fla.

**Good way to reclaim  
used brick**

When reclaiming used bricks, you can remove the dried mortar much more easily if you first pile the bricks and wet them thoroughly with a garden hose, allowing them to stand overnight. Moisture will penetrate the mortar so that it will be easily removed with less damage to the bricks. This procedure also eliminates a good portion of the annoying dust that you usually have in chipping away mortar.

M. Robert Beasley  
Jackson, Mich.





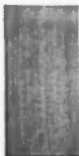
## CEDAR GIVES YOU AN EDGE!

You add that vital third dimension—thickness—to your roofs when you use genuine red cedar shingles. This is the roof that says quality . . . clearly, emphatically . . . with enduring good taste.

Applied three layers thick, a cedar shingle roof adds a bold note of texture up where it shows, up where it counts. In all kinds of climate, on all kinds of architecture . . . the roof of cedar is the best-looking, longest-lasting, quality investment you can make. Give yourself an edge! Make your next roof a cedar shingle roof.

### RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington  
550 Burrard Street, Vancouver 1, B. C.



For complete application details on cedar shingles and cedar shakes, see your Sweet's File . . . or send coupon . . .

Name .....

Firm .....

Address .....

City ..... Zone ..... State .....

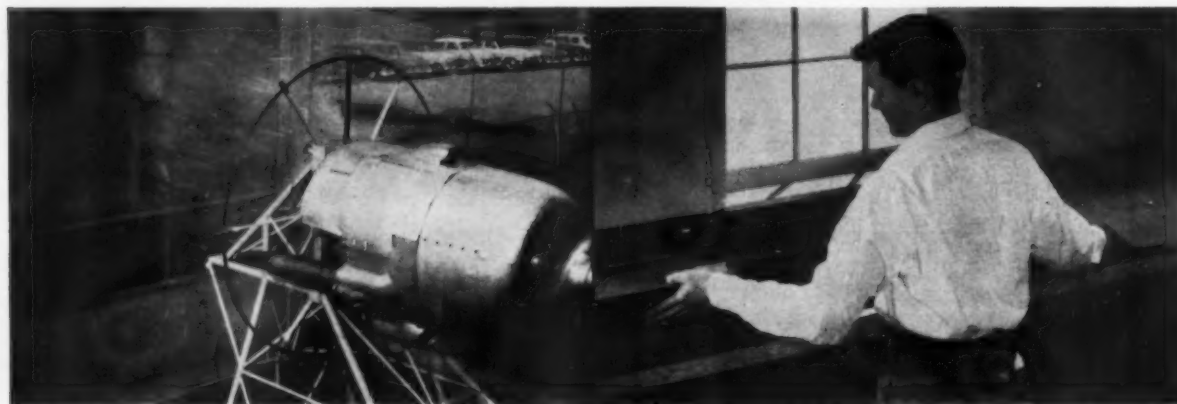
*Now! Choose from a complete line:*

## 3M Building Adhesives and Sealers for every bonding and sealing job



**UNUSUALLY HIGH COVERAGE.** Insulation adhesive EC-104 covers up to 200 square feet per gallon when brush applied. Goes on quickly, easily, uniformly. Provides fast grip even when wet. Open time: up to 20 minutes when both surfaces are coated.

**STRENGTH, DURABILITY.** Adhesive EC-194 bonds wood blocks to above-grade concrete or wood subflooring indefinitely. Suitable for use on radiant-heated floors. Water-resistant EC-194 grips immediately, dries rapidly. One gallon covers about 40 sq. ft.



**LONG-LIFE SEAL.** WEATHERBAN® Brand Curtain Wall Sealer goes on easily, cures without shrinkage to a durable, solid rubber seal. It flexes, stretches, compresses with wall movement. And it lasts through sun, ice and winds of hurricane velocity.

**QUICK GRAB.** 3M Brand Sink and Counter Top Adhesive assures tough, flexible bond. It provides high initial strength yet lets you "skid" vinyl and linoleum into position. Fast drying, this adhesive is highly water resistant and covers up to 125 square feet per gallon.

**SEE WHAT 3M ADHESIVES CAN DO FOR YOU**—These are but four adhesive products research-developed by 3M to improve your building installations, cut your building costs. 3M offers the widest range of experience and products for your adhesive, coating and sealer needs. Call your 3M Field Engineer. Or, for more information and free literature, write on your company letterhead, stating your interest, to: A.C.&S. Division, 3M, Dept. YE-79, St. Paul 6, Minnesota.



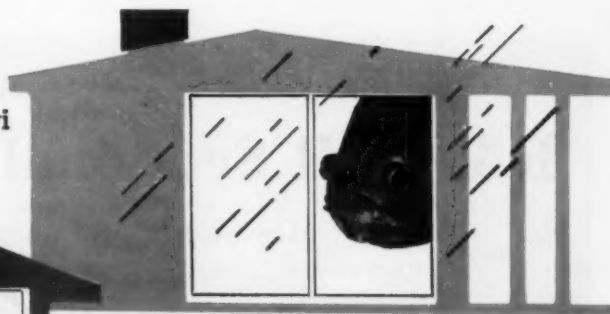
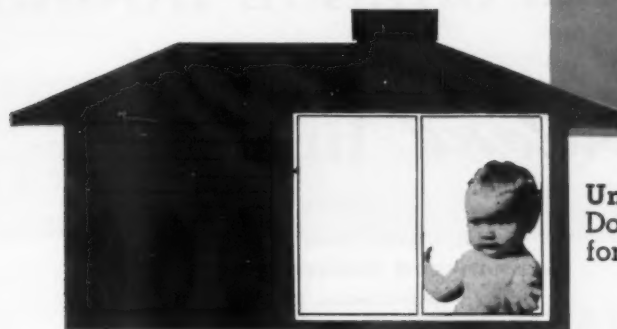
ADHESIVES, COATINGS AND SEALERS DIVISION

**MINNESOTA MINING AND MANUFACTURING COMPANY**

... WHERE RESEARCH IS THE KEY TO TOMORROW



**Water-tight . . . the fish said "Yes"—Capri Sliding Glass Doors are Water-tight!**



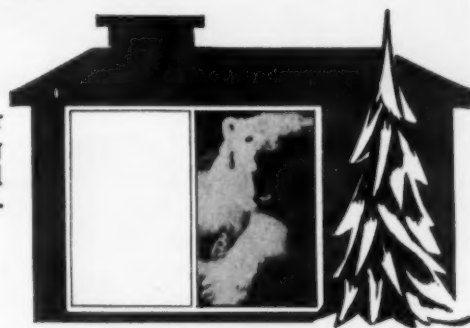
**Unhanded . . . the baby said that Capri Doors may be Right or Left Sliding . . . before, during or anytime after installation!**

**Low Priced . . . A Scotty always stands for economy but Capri adds quality too!**



**Hardware . . . a beautiful girl for our beautiful "Crown" handle, the most luxurious sliding glass door hardware in the nation!**

**Low Cost Dual Glazing . . . the polar bear symbolizes the all-weather insulating qualities of our "CAVALIER" for 3/8" dual glazing—and of our deluxe Capri "CONTINENTAL" for 1" dual glazing!**



**Five  
Important  
Reasons to  
Buy - Sell -  
Specify  
Install**

*Capri*

**ALL ALUMINUM SLIDING GLASS DOORS  
MANUFACTURED BY T. V. WALKER & SON, INC.**

**Member: Sliding Glass Door and Window Institute**

**IN CANADA: Pilkington Glass Ltd., 165 Bloor St. East, Toronto, Ont.**

**CAPRI SALES INC. 217 N. LAKE ST., BURBANK, CALIF.**

Please send information on: Capri CADET ☐ Capri CAVALIER ☐  
Capri CONTINENTAL ☐ Complete line ☐

Dept. AB-79

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

*"We build only TOP QUALITY into our Homes..."*

## RAYNOR Sectional GARAGE DOORS

*Are Standard Equipment on All New*

*Woodland* **HEIGHTS** Homes<sup>22</sup>

*says*

**Hugh Egan, Sales Manager,  
Streamwood Home Builders, Inc.  
Streamwood, Illinois**



Through the building of over 75 million dollars worth of homes in various midwest community development programs, WE KNOW today's home-buyers are quality conscious . . . we know the ability of the modern home purchaser to instantly recognize and appreciate a top quality product. That's why we have chosen Raynor Garage Doors to add to the long list of *brand names* that we use in the construction of all our new homes.



**RAYNOR MFG. CO.**  
Dixon, Illinois  
Hammononton, New Jersey



### RAYNOR GARAGE DOORS

*Have Built-In Sales Appeal . . .  
Every Raynor Door is  
FACTORY REGISTERED*

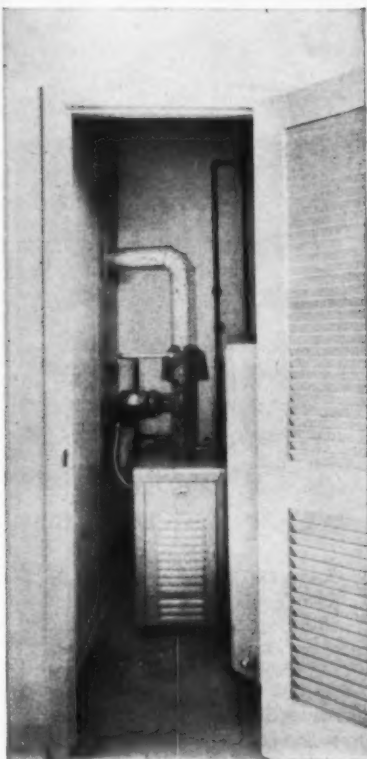


In addition to providing a garage door of beauty and dependability through Raynor quality controlled construction and such outstanding features as "Graduated Seal," heavy-duty hardware, precision-balanced springs, every Raynor Door is **FACTORY REGISTERED** for the protection and convenience of Raynor customers.

Factory Registration is YOUR guarantee . . . when you install Raynor Garage Doors on the homes you build, you install the finest.

*Contact your nearest Raynor Distributor or write for information on the Raynor Factory Registered Builders Promotion Kit.*





## A TOP QUALITY SELLING FEATURE IN A TINY PACKAGE!

It's hard to believe that all the benefits of a modern *hydronic\** system can be produced from an area as small as the closet illustrated at left. Yet it contains all the equipment needed for a B&G Hydro-Flo Forced Hot Water System... *the most modern kind of comfort heating!*

The homes shown above feature this system because it adds a *genuine quality touch*... assures the buyer he is getting *more value* for his money.

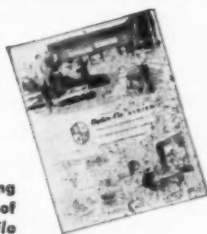
The B&G Hydro-Flo System provides a home with the superior comfort of *radiant heating*... with fuel economy assured by accurate temperature control. The system is easily zoned—a particularly important advantage in heating split-level homes. It's cleaner heat—doesn't soil walls and draperies. It's quiet heat—no fan hum. If desired, the same boiler that heats the house can be equipped to furnish year 'round hot faucet water.

These are the reasons why builders today are making B&G Hydro-Flo Heating the *extra value* which sells homes!

*\* Hydronics: the science of heating and cooling with water.*

### B & G BOOSTER

The B&G Booster and other auxiliary Hydro-Flo equipment can be installed on any hot water boiler. This *silent, vibrationless* electric pump circulates hot water through the heating system—accurately controlled to keep indoor temperature constantly at the comfort level. Nearly 3,000,000 Boosters have been installed to date.



Send for booklet giving the complete story of the B&G Hydro-Flo System.



Reg. U.S.  
Pat. Off.

## Hydro-Flo SYSTEM

### BELL & GOSSETT C O M P A N Y

Dept. FU-11, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong Ltd., 1400 O'Connor Drive, Toronto 16, Ontario



From Carton to Attic...  
Installed in Minutes!

## BAR-BROOK\* BREEZEBUILDER\* Package Unit ATTIC FANS

... are true package units... NOT partially pre-assembled. Fan, motor, and shutter completely assembled and wired as a single unit. Pre-cut ceiling trim. Contractors say it's the easiest fan on the market to install.

Model No.	CFM	Ceiling Opening	Height
AVP-30	5,000	31" x 31"	18 1/4"
AVP-36	7,500	36" x 36"	18 1/4"
AVP-42	10,000	42" x 42"	20 1/4"

## BAR-BROOK\* BREEZEBUILDER\* ATTIC TYPE FANS

For horizontal or vertical operation. Six sizes: 30", 33", 36", 42", 48", 54".

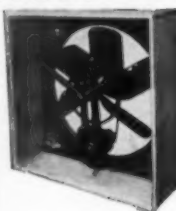
### WRITE FOR CATALOG

of entire Bar-Brook line of large fans and shutters.

CERTIFIED  
RATINGS



BAR-BROOK MFG. CO., INC.  
Box 6638-G, Shreveport, Louisiana  
\*T. M. Reg. U. S. Pat. Off.



## All-Weather Jalousies For Porch or Breezeway

Porches and breezeways can be converted to year 'round extra rooms with Fleetlite Jalousie Windows—the louvered window engineered to withstand the rigors of Northern weather.

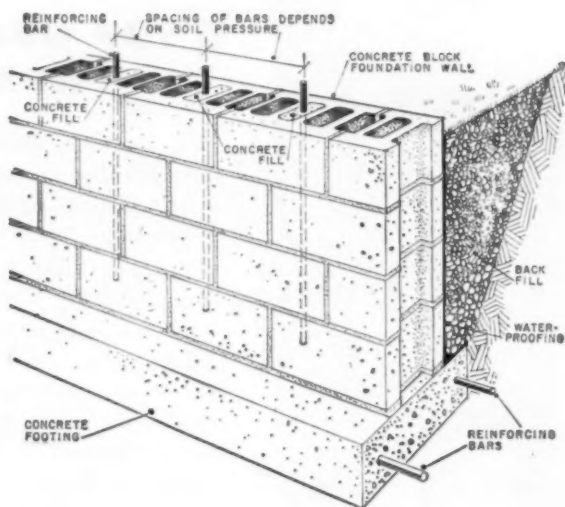
Fleetlite hurricane tested Jalousies are designed to seal tightly under all weather conditions. Flexible geon vinyl closes the louver ends against air and water infiltration while vinyl weatherstripping at the head and sill complete the seal. Pivot clips overlap and have rounded projecting edges for greater safety. Heads and sills are continuous in multiple units and roto, worm and gear type operators are interchangeable for right or left hand operation. Screens and inside storm sash available. Louvers may be had in clear, obscure or heat absorbing glass, redwood or aluminum. Write for catalog. Fleet of America, Inc., Department AB-79, 2015 Walden Avenue, Buffalo 25, N. Y.

American  
Builder

TRAINING YOUR MEN

# Ask the experts...

## How to stiffen a concrete block wall without pilasters or underpinning



**QUESTION:** I am building a house with a 10-in.-thick concrete block foundation wall. Uninterrupted length is 44 ft.

Although working drawings did not call for pilasters, since beginning work on the foundation I have heard that local soil conditions tend to cause basement walls to buckle. I had thought of using pilasters.

However the wall has already been laid up four courses, with no allowance for widened footings to accommodate pilasters. Is there a way to add pilaster footings to the existing footings in order to form a strong, integral unit?

I am also planning at another job, to rebuild and enlarge a fireplace with larger footings than those existing. Is there any way to enlarge them so that they remain structurally sound?

Kenneth Mackenzie  
New Hope, Pa.

**ANSWER:** There is no simple and economical method of widening footings and making them integral with the existing foundations. The only way to do this would be to underpin the existing footing with a wider new footing.

However there are a number of ways of stiffening the wall without using pilasters. As shown above, you may insert reinforcing bars into the voids of the block at intervals and fill the voids with concrete to create a reinforced-concrete beam.

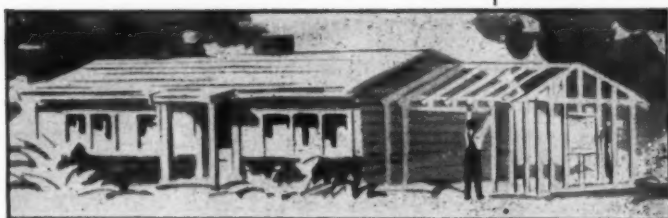
Of course the size and the spacing of reinforcing bars will depend on the magnitude of the lateral soil pressure. Soil analysis and tests by a soils testing laboratory would give you definite answers here.

George A. Kennedy  
Structural Engineer  
Chicago, Ill.

**Now!**  
**Expand your**  
**home modernization**  
**business by financing**  
**sales through the...**



## PROPERTY IMPROVEMENT PLAN



***Yes, Universal C.I.T. makes it easy for your customers to finance home improvements... makes it easy for you to close more sales on the spot!***

The Universal C.I.T. Property Improvement Plan is streamlined for today's selling needs. Result, you can close bids faster because *YOU* can quote monthly payments. In three fast steps, *you* can estimate the job, get the customer's approval and make arrangements for him to pay on convenient budget terms.

Prospects like this fast approval as much as you will. Best of all, you get full payment when the job is completed. Furthermore, the dealer has no obligation beyond quality of workmanship and material.

Here's why it will pay you to investigate the Universal C.I.T. Property Improvement Plan today:

- 1.** You can offer prospects a low-cost, convenient way to finance home improvements.
- 2.** Your customers pay nothing down—except 10% for swimming pools—with convenient payments, extended up to 36 months or longer where justified.
- 3.** You offer customers a well-known, dependable financing service. Universal C.I.T., the nation's largest independent finance company, has helped more than sixteen million families pay for their cars, trucks, mobile homes and home improvements.
- 4.** Your customer gets the extra benefit of Group Credit

Life insurance on the unpaid balance (except Arkansas, where level term insurance is optional).

- 5.** Through more than 400 offices from coast to coast, this plan is meeting local needs for financing home improvements.

Your local Universal C.I.T. representative will be glad to furnish full details. Look him up in your telephone directory or write:

### **Universal C.I.T. Credit Corporation**

650 Madison Avenue  
 New York 22, N.Y.

Send further details on Property Improvement  
 Financing Plan to:

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

# BESTWALL LITE-MIX PLASTERS

- 50% lighter in weight
- 3 times more insulation
- greater fire resistance



Expanded perlite is mixed at mill to produce Bestwall Lite-Mix, a basecoat plaster that, compared to ordinary sanded gypsum plasters, is 50% lighter, provides four times as much insulation value, and gives higher fire resistance. To use Lite-Mix, add water only. Available Fibered, Unfibered, or Masonry Mix.

Fibered Lite-Mix contains glass fibers (a Bestwall exclusive) for added strength and less droppings. New special formula Bestwall Glass Fibered Lite-Mix is designed for gun application, eliminates clogging of hose and nozzle to save time on the job. It is also still the best plaster for hand application.

Lite-Mix is another quality and performance leader in Bestwall's complete line of basecoat and finish plasters . . . each designed to do the best job at lowest overall cost.



**BESTWALL GYPSUM COMPANY** • Ardmore, Pennsylvania  
Plants and offices throughout the United States

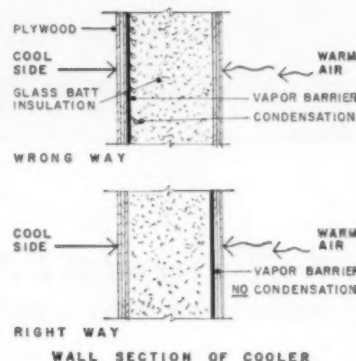
## ASK THE EXPERTS

(Continued from page 216)

### Vapor barrier on warm side will end moisture problems

**QUESTION:** We have built a walk-in cooler for beer storage, approximate size 12x16x18 ft. high. Floor is existing 4-in. concrete slab with no insulation. Walls and ceiling panels were made 4x8 ft. of 2x4 frames covered with 1/4-in. exterior plywood and polyethylene film, as shown. Cavity was filled with 3-5/8-in. glass batts, semi-rigid, no barrier. No film used on outside. Inside seams were covered with film and battens and a final coat of spar varnish was applied. Inside cooler, temperature is 40 deg. with room temperature 70 to 80 deg.

Inside box and floor is bone dry, but after 6 months, condensation began to form inside the sections. On



inspection of ceiling at joints (discolored and dripping) we found condensation under batts and on top of film.

Will a film on the outside of insulation (warm side) end the trouble? Any suggestions will be appreciated.

S. Van Duyne,  
Ventnor, N.J.

**ANSWER:** A vapor barrier should always be placed on the warm face to prevent vapor from passing through the cold face, where it condenses. With no vapor barrier, moisture would pass through the wall and condense on beer cooler side of the construction. As it is, vapor barrier causes moisture to condense inside the wall. Your answer is to add a vapor barrier on the warm side of the wall. Sketches shown should make this clear.

George A. Kennedy  
Structural engineer  
Chicago, Ill.



## Two-way money-savers !

You *buy* them for less. And you *run* them for less. So Dodge trucks save money for you both ways.

Take that sleek, handsome D200 Sweptline pick-up down there, for example. It costs \$36.20 less than comparable Truck "C", and \$12.08 less than comparable Truck "F". Good start? It gets even better. Because Dodge trucks are better-built, more finely engineered, they cost you less to operate every day you put them to work. You *keep on* saving with Dodge trucks.

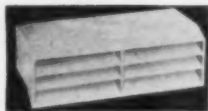
The Dodge truck for you is as close as your nearest dealer. See him soon. He's just loaded with additional facts on why . . .

today,  
it's real smart  
to choose **Dodge**  
**Trucks**



1959 Dodge "Job-Rated" trucks are truly the big buy of the low-price field. This year, at competitive prices, Dodge gives you the most in important truck features. There's a thrifty Dodge truck to do your job better—from 4,250-lb. G.V.W. pickups to 65,000-lb. G.C.W. Power Giants like the big D900 at the right.

## NEW! HAMLIN DIE CAST ALUMINUM BRICK VENTILATOR



**TWO  
SIZES**

PAT. PEND.

● **MODEL 2711**—ONE BRICK size (shown). Actual size  $2\frac{1}{4}" \times 7\frac{1}{2}" \times 4\frac{1}{4}"$  deep. 13 sq. in. free area—8 mesh screen, weight  $1\frac{1}{4}$  lb.

● **MODEL 2712**—TWO BRICK size. Actual size  $4\frac{1}{2}" \times 7\frac{1}{2}" \times 4\frac{1}{4}"$  deep, 27 sq. in. free area—8 mesh screen, weight  $1\frac{1}{4}$  lb. Packed one dozen to a carton.

● **MODULAR** size permits use in all type brick construction. Can be nested and/or used end to end in any combination to obtain the width and height desired.

### THE NEW GOLDEN HUE

The Golden Hue of all Hamlin Foundation Ventilators indicates they have been treated to meet new MPS of FHA.

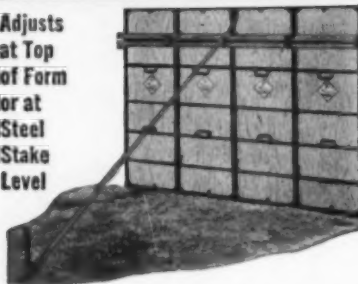
#### BE SAFE

Write today for catalog sheet and name of nearest jobber.

**HAMLIN PRODUCTS, INC.**  
BOX 2016 - LITTLE ROCK, ARK. - LOCUST 5-3462

## SYMONS Form Brace

Adjusts  
at Top  
of Form  
or at  
Steel  
Stake  
Level



Newest addition to Symons line . . . steel form brace. It is easily tied to pre-fab or built-up forms and to wooden or steel stakes. Once attached, brace can be adjusted at top of form or at stake level for positive alignment. Comes in regular lengths of 6' and 10'6". Brace extensions available.

**SYMONS CLAMP & MFG. CO.**  
4261 Diversey Ave., Chicago 39, Ill., Dept. G-9  
We will send contractors a sample 6' form brace if request is received on company letterhead. Please include \$2.00 to cover cost of shipping. To be used with \_\_\_\_\_  
type form \_\_\_\_\_ stake.  
Name \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## DICKERMAN'S COLUMN . . .

### Sound business management: a 12-point program to counteract ever-rising costs

By John M. Dickerman, Executive Vice-President, National Assn. of Home Builders



Dickerman

Continually plagued by rising costs—not to mention the growing scarcity of suitable land, unrealistic zoning laws and out-of-date building codes—a good many home builders are having a rough go trying to keep selling prices in line with the incomes of their market.

What to do about it?

The forces that are edging costs upward are ones over which the individual builder has no control. This suggests that as an alternative he should seek ways to counteract and minimize the increases if he is to satisfy his customers as to price and make a reasonable profit.

One method of counteraction, to put it bluntly, is for builders to become better businessmen. This is not simply a gratuitous observation by the writer. It is documented by a study conducted jointly by the United States Gypsum Company and the National Association of Home Builders entitled, "A Blueprint for Profit." The study makes this fundamental point:

"Underlying most weaknesses in the typical builder's current position and his future prospects is the need for increased managerial capacity and the exercise of greater managerial skill. Many builders admit that the principal causes of failure are to be found in a lack of planning, in undercapitalization, and in an ignorance of true costs which is traceable to inefficient keeping of records. . . ."

The study, a highly professional piece of work, was not "written off the wall" by a group of theorists. More than 110 residential builders and 25 other individuals occupying strategic positions within the industry were interviewed. The final report, presented by the United States Gypsum Company, was prepared by an outstanding management consultant organization.

It is now being brought to the attention of NAHB members throughout the country by well-designed "package programs" pre-

sented at local home builder association meetings. The "package" consists of an excellent color film portraying the highlights of the study, and a distribution to members, of copies of the report.

This is a fine beginning—but only a beginning. The "Blueprint" provides material for a year's programs for a home builder association. And they would be highly worthwhile programs in terms of dollars and cents for every builder attending. But even this is not enough.

In the final analysis, the value of the study rests in the hands of the individual builder. He can pay lip service to good business management—which will accomplish nothing—or he can apply sound business principles, techniques and criteria to his building operations. As a framework on which to construct an orderly program for improved operations, the "Blueprint for Profit" offers these twelve key principles.

- Plan your product to suit your market;
- Organize your team to serve your requirements;
- Base your plans upon the land;
- Make a detailed estimate;
- Budget your expenses;
- Establish and maintain a sound working capital position;
- Schedule your operations;
- Purchase economically;
- Know your costs;
- Control your expenses;
- Deputize and supervise;
- Sell your house from start to finish.

These points are basic. The builder who follows them has taken a long step towards counteracting the problems of rising prices and diminishing profits.

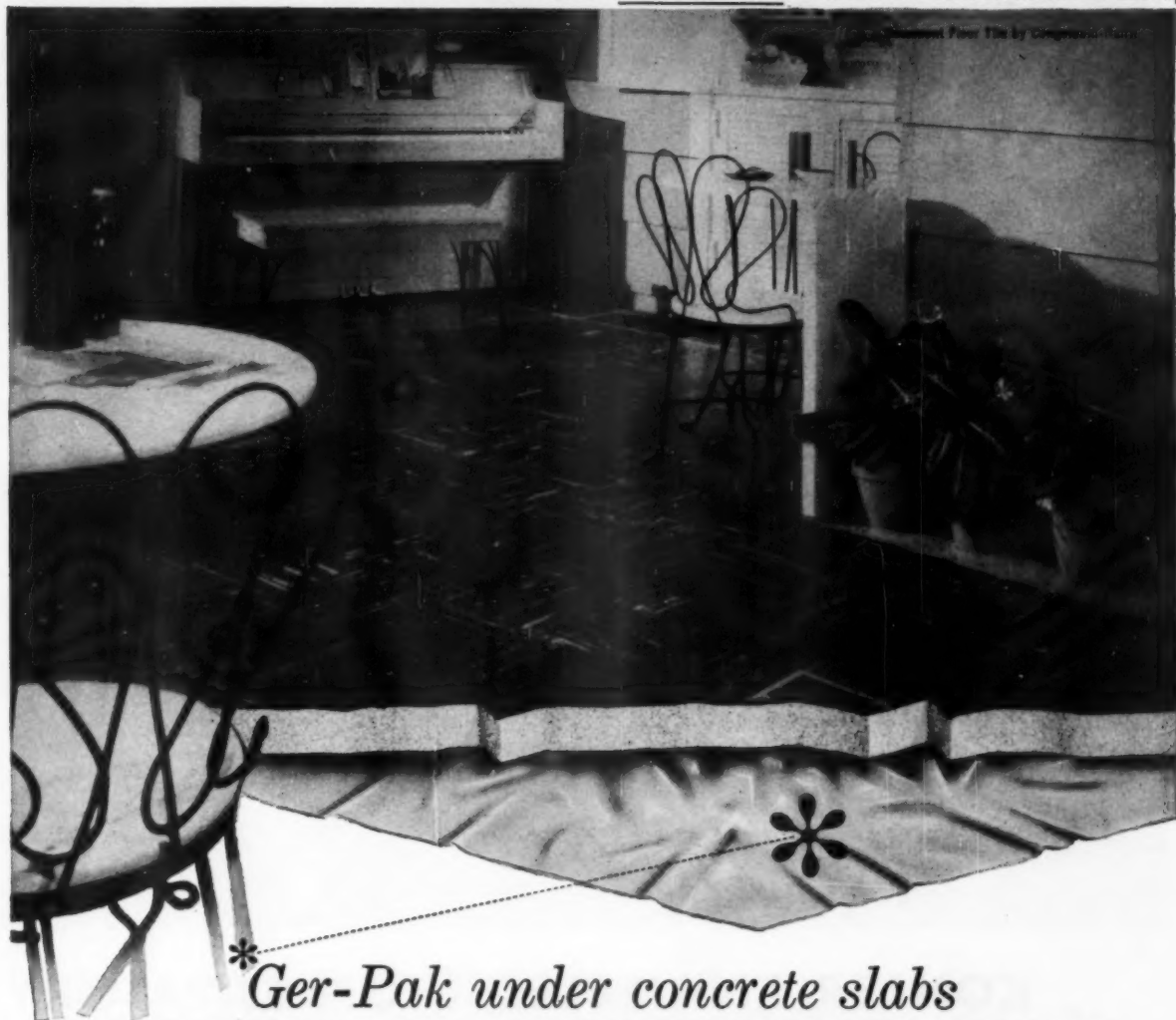
### moving?

**American Builder should  
be the first to know . . .**

American Builder  
Subscription Dept.

Emmett St. Bristol, Conn.

## Ger-Pak—THE SHORT WAY TO SAY SUPERIOR POLYETHYLENE FILM



### \*Ger-Pak under concrete slabs **KEEPS BASEMENTS DRY!**

Build extra value and lasting satisfaction into every home by ending the age-old problem of damp floors! GER-PAK Virgin Polyethylene Barrier Film is the barrier material that controls *water-vapor transmission* and will last the life of the building!

Lightweight, easy to handle and inexpensive, GER-PAK Film is specified by architects and used by builders across the country who want unmatched water-vapor protection in basements and side-walls as well as superior dust sealing between floors.

What's more, GER-PAK Film is ideal for protecting material and equipment from the weather...



Virgin Polyethylene Film

Gering Products, Inc., Kenilworth, N. J.

to close-in unfinished doors and windows... as painting drop cloths... plus dozens of on-the-job uses.

And GER-PAK Film offers the widest range of widths—from 12-inch for flashing all the way up to 40-foot. Available in CLEAR, BLACK and special opaque WHITE. Ask your dealer about GER-PAK Film today!



Look for your Ger-Pak distributor in the Yellow Pages under Plastics and Plastics Products.

**DESIGNED TO MEET FHA REQUIREMENTS**

—CLIP AND MAIL NOW FOR FREE SAMPLES!—

**Gering Products, Inc., Kenilworth, N. J.**

AS-7

Please send me without obligation:

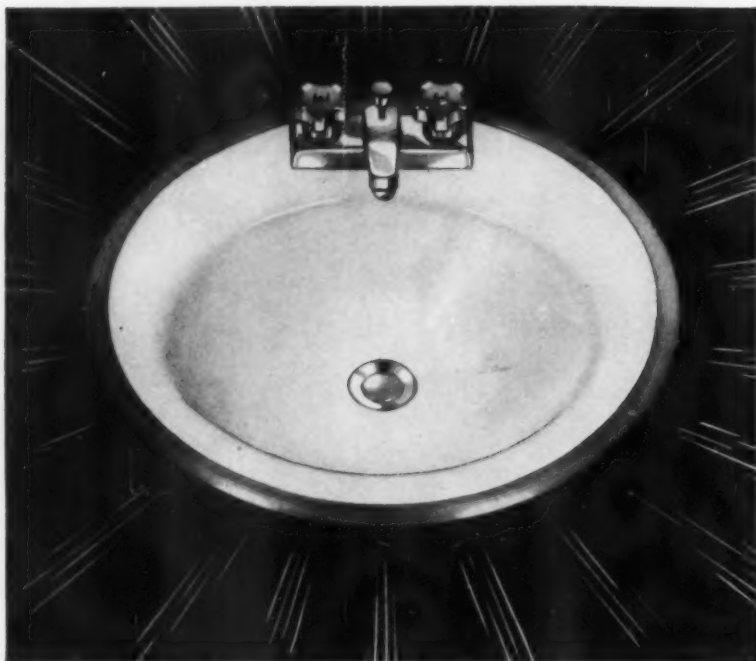
☐ FREE samples and brochures of GER-PAK Film and Miracle Tape for joining film.

Name .....

Company .....

Address .....

City..... Zone..... State.....



Bright new beauty  
for the bathroom...

THE *Radiant*

## KOHLER ENAMELED IRON LAVATORY

The Kohler Radiant lavatory will attract homeowners by the grace and beauty of its compact, circular form—and please them by its practicality. It can be installed with ease, at modest cost, in a countertop of plastic covered plywood.

A top of 21-inch width will accommodate its 18-inch diameter. If desired, it can be installed in a counter of tile or marble with striking effect. Additional advantages include curved surfaces, with-

out corners, that make cleaning uncommonly easy; sturdy enameled iron construction which permits maximum basin area within the over-all dimensions; concealed front overflow. Available in Kohler colors and immaculate white.

The chrome-plated fittings, of distinguished Constellation design, are genuine brass—the metal least subject to corrosion and wear in normal use. They match the fixture in style and quality.

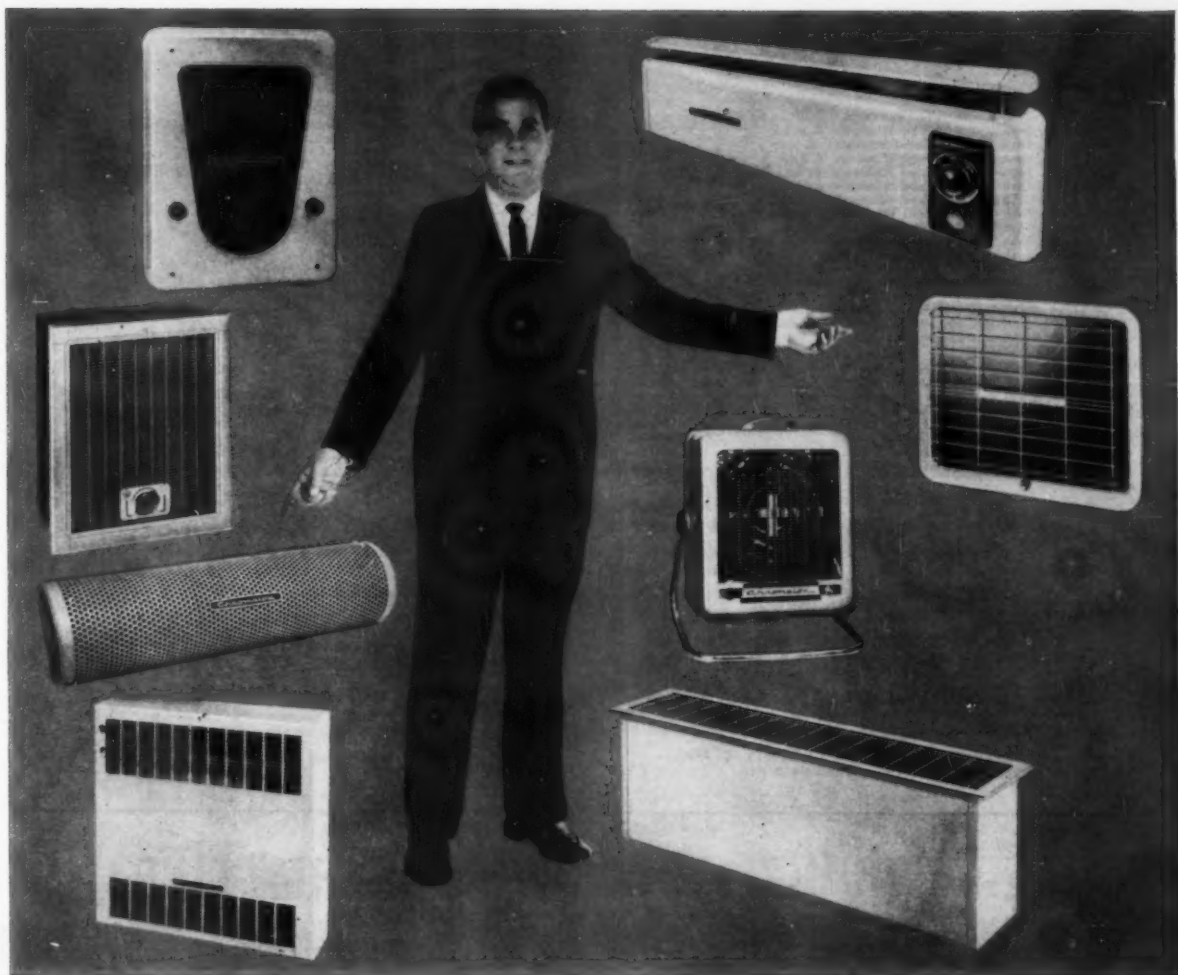
KOHLER CO. Established 1873 KOHLER, WIS.

# KOHLER OF KOHLER

Enameled Iron and Vitreous China Plumbing Fixtures—Brass Fittings—Electric Plants—  
Air-cooled Engines—Precision Controls







## **New house? Old house? ... for every room in any house CHROMALOX has the answer**

Upstairs, downstairs, all through the house . . . or school, church, motel or office . . . there's a Chromalox Electric Heater *designed* for the heating job.

Chromalox Electric Baseboard Heaters are available in many sizes and ratings, with matching blank, corner and trim sections for a uniform appearance.

Chromalox Radiant Wall Panels, Wall Insert Heaters and Cabinet Convactor Heaters provide abundant heat to meet a variety of other heating requirements and decorating tastes.

Chromalox Floor Drop-In Heaters quickly stop heat loss caused by "picture" type windows.

Chromalox Utility Spot Heaters and Portables concentrate heat where and when it's needed for laundries, workshops, garages and other small, occasional-use areas.



LIVE BETTER...  
HEAT ELECTRICALLY

In addition to all these, the Chromalox line includes unit ventilators, fan driven heaters, Thermwire heating cable, in-duct heaters, and others. Chromalox styling, safety and simple operation will quickly sell your prospects on electric heat . . . and top-performing Chromalox Heaters will *keep* them sold.

Your Chromalox Representative will gladly help you determine power requirements, installation and operating costs. Find out how economically you can install (and your prospects can operate) Chromalox Electric Heat.

4871



**CHROMALOX**

*Electric Heat*

INDUSTRIAL • COMMERCIAL • RESIDENTIAL

EDWIN L. WIEGAND COMPANY

7870 Thomas Boulevard • Pittsburgh 8, Pa.

## ESTIMATING TAKE-OFF

(Continued from page 117)

### —ALUM. WINDOWS, DOORS & ACCESS.—

Alum. Sash 2'8x8' Fixed Windows & Acc.	1 unit
Alum. Sash 2'8x7'6" Fixed Windows & Acc.	1 unit
Alum. Sash 2'8x7' Fixed Windows & Acc.	1 unit
Alum. Sash 2'x3'6" Fixed Windows & Acc.	1 unit
Alum. Sash 2'6x3' Fixed Windows & Acc.	4 units
Alum. Sash 3'x1'4" Fixed Windows & Acc.	3 units
Alum. Sash 3'x1'8" Fixed Windows & Acc.	9 units
Alum. Sash 2'x8'6" Fixed Windows & Acc.	1 unit
Alum. Sash 2'x8' Fixed Windows & Acc.	1 unit
Alum. Sash 3x7' Fixed Sidl. & Acc.	1 unit
Alum. Sash 2'8x1' Fixed Windows & Acc.	5 units
Alum. Sash 3x3' Sliding Windows & Acc.	8 units
Alum. Sash 2'6x1'8" Project. Windows & Acc.	3 units
1 1/4" Aluminum 11'6x6'8" Sliding Door & Hd	1 unit
1 1/4" Aluminum 10'6x8" Sliding Door & Hdww.	1 unit
1 1/4" Aluminum 9'6x8" Sliding Door & Hdww.	1 unit

### —PAINT, EXT. & INT. FINISH—

Lead & Oil Lap Siding 3 coats	490 sq. ft.
Lead & Oil Ext. Millwork 3 coats	3,135 sq. ft.
Lead & Oil Int. Millwork 3 coats	305 sq. ft.
Lead & Oil Gyp. Bd. Ceiling 3 coats	1,865 sq. ft.
Lead & Oil Gyp. Bd. Wall 3 coats	2,185 sq. ft.
Lead & Oil Hard Bd. Panel 3 coats	565 sq. ft.
Stain & Varn. Int. Doors 4 coats	925 sq. ft.

### —ASPHALT 3/4" FLOOR TILING—

Asphalt 3/4" Floor Tiling	1,205 sq. ft.
15# Felt 3/4" Floor Isolation	1,205 sq. ft.

### —CERAMIC FLOOR & WALL TILING—

Ceramic & Mastic Floor Tiling	70 sq. ft.
Ceramic & Mastic Shower Floor Tiling	10 sq. ft.
Ceramic & Mastic Wall Tiling	265 sq. ft.
Ceramic & Mastic Wall Base	43 lin. ft.

### —METAL & GLASS TOILET ACCESSORIES—

Metal & Glass 24x16" Medicine Cab. & Mirrors	2 units
Chrome Metal Toilet Paper Holders	2 units
Chrome Metal Soap Holders	3 units
Chrome Metal 30" Towel Racks	4 units
Metal & Glass 2x6' Shower Door & Acc.	1 unit

### —PREFINISHED KITCHEN CABINETS & ACC.—

Metal or Wood 7'6x2'x3' Range Cabinet & Acc.	1 unit
--	--------

Metal or Wood 10x2x3' Sink Cabinet & Acc.	1 unit
Metal or Wood 2x2x3' Base Cabinet & Acc.	1 unit
Metal or Wood 3x2x3' Base Cabinet & Acc.	1 unit
Metal or Wood 2x2x6'8" Oven Cabinet & Acc.	1 unit
Metal or Wood 7'6x4'x1'2 Wall Cabinet & Acc.	1 unit
Metal or Wood 5x4x1'2 Wall Cabinet & Acc.	1 unit
Formica Kitchen Counter Tops	45 sq. ft.

### —PLUMBING SYSTEM & FIXTURES—

Water Service Connection & Piping	1 unit
Sanitary Service Connection & Piping	1 unit
Gas Service Connection & Piping	1 unit
Gas Furnace Connection & Piping & Accessories	1 unit
Hose Bibb, Connection & Piping	2 units
Lavatory, Piping & Accessories	2 units
Bath Tub, Piping & Accessories	1 unit
Water Closet, Piping & Accessories	2 units
Shower Head, Piping & Accessories	1 unit
Kitchen Sink, Piping & Accessories	1 unit
Dish Washer, Piping & Accessories	1 unit
Clothes Washer, Piping & Accessories	1 unit
H.W. Heater, Piping & Accessories	1 unit

### —HEATING SYSTEM & FIXTURES—

Gas Warm Air Furnace & Accessories	1 unit
Gas Warm Air Temp. Control Equipment	1 unit
Gas Warm Air Ducts & Registers	10 units
Probab. Metal 18"-sq. Flue & Chimney	16 lin. ft.

### —ELECTRICAL SYSTEM & FIXTURES—

Electric Service Connection	1 unit
Electric Service Panel & Switch	1 unit
Light Outlets & Wiring	38 units
Convenience Outlets & Wiring	25 units
S.P. Switch Outlets & Wiring	11 units
3-W. Switch Outlets & Wiring	5 units
Light Wall & Ceiling Fixtures	38 units
Entrance P.B. Chime & Wiring	1 unit
Kitchen Exhaust Fan, Connection & Wiring	1 unit
Telephone Service Connection & Wiring	1 unit
Television Antenna & Wiring	1 unit
H.W. Heater Connection & Wiring	1 unit
Furnace Connection & Wiring	1 unit
Range Connection & Wiring	1 unit
Oven Connection & Wiring	1 unit
Clothes Dryer Connection & Wiring	1 unit
Power Outlet & Wiring	1 unit

## Youngstown Kitchens "WOODCHARM" LINE with



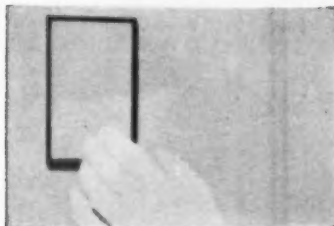
Give home buyers their choice of  
**HONEYWOOD... SANDALWOOD...**  
**FRUITWOOD... AUTUMN BIRCH...**  
**IN NEWEST WOOD STYLES**

Feature the glamour of wood styles  
on today's best-made cabinets. For  
quality homes show the natural  
wood beauty of Autumn Birch or  
Sandalwood in your model...display  
the easy-to-care-for luxury of Fruit-

wood or Honeywood mar-proof  
laminates. Offer a choice of 5 kitchen  
styles at no extra cost. Because new  
Woodcharm doors and fronts snap  
on, you can install buyer's style  
choice as home is sold.

## NEW PRODUCTS . . .

More new products chosen to give you remodeling ideas. Products start on page 132; remodeling catalogs on page 99.



### Switch to new wall plates

To modernize home lighting, "Fashion Plate" offers the latest in styling. A straight-sided, rectangular wall plate frames a large actuator. A light touch on the top turns it on, a touch on the bottom turns it off. Unusual simplicity and convenience have been designed into the wiring terminals.—Bryant Electric Co.

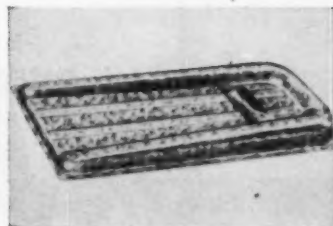
Circle No. Y58 on reply card, p. 134



### To modernize the bath

For updating the bathroom . . . a new Pacesetter vanity from National Vanity. Designed for flexible installation in any bathroom and particularly good for remodeling jobs. Plastic laminate top surrounds wash basin, gives plenty of counter space. Unit also features backsplash and two slim, durable legs.—National Vanity.

Circle No. Y59 on reply card, p. 134

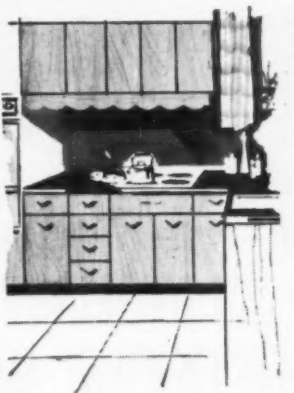
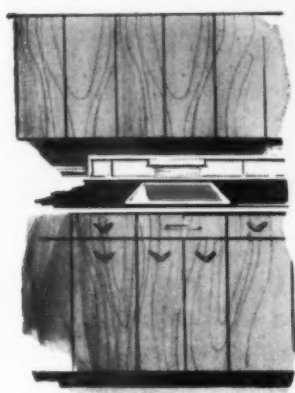


### Add better drainage

Complete the drainage system of an older home with this galvanized metal splash block. Monco unit is 12" x 36", has special taper for easy water run-off. Weighs less than 5 lbs., can be easily painted to blend with house. Durable 24 gauge steel construction makes Monco durable.—New Monarch Machine & Stamping Co.

Circle No. Y60 on reply card, p. 134

## new kitchen ideas for every house you build



### THESE PACKAGE KITCHENS HELP SELL YOUR HOMES

Woodcharm cabinets and sinks for capsule kitchens...Give a quality look to low cost homes...Beat out competition with new wood styles and famous Youngstown Kitchens name.

Woodcharm built-ins for medium size kitchens...There's a planned package kitchen by Youngstown for all medium priced housing, or let us plan your own individual package.

Plus matching Woodcharm cabinets and appliances for luxury kitchens...All the glamour and style you need to outfit a \$50,000 house with today's finest kitchen equipment, featuring America's best-made steel cabinets. Contact your Youngstown Kitchens sales representative today. Immediate delivery from over 80 distribution points.



**AMERICAN-Standard**  
YOUNGSTOWN KITCHENS DIVISION

American-Standard, Youngstown Kitchens Div.  
Builder Dept. AB-79, Warren, Ohio

Please rush me complete information on your new wood style kitchens.  
Please include full information on your 10-Point Selling Plan for Builders.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



## Installing Johns-Manville Fiber Glass Home Insulation is a one-man job!

—you reduce labor costs on every installation

### Here's why!

—**BECAUSE** Johns-Manville Fiber Glass home insulation is light in weight and fits snugly between studs or joists until stapled. No helper is needed to hold the blanket up during installation. One man alone can insulate an average-size house, both ceilings and sidewalls, in a matter of hours. The result: a great saving in the time and labor costs.

—**BECAUSE** of the design of the "Double-Fold" Tabs, the blankets are

automatically positioned in place on the framing members to provide proper air space.

—**BECAUSE** "Double-Fold" Tabs are reinforced with two thicknesses of Kraft paper and one of aluminum, tabs don't tear away from the staples.

—**BECAUSE** it is pleasant to handle and apply, contractors and workers like J-M Fiber Glass home insulation. A single 20-lb. package holds four compressed rolls—up to 400 sq. ft. of insula-

tion. Workmen have fewer packages to handle on each job.

For additional information and name of nearest distributor write: Johns-Manville, Box 111, New York 16, N. Y. In Canada, Port Credit, Ontario.

Ask your J-M representative about the 7-Star and Mrs. America® promotion to help you sell more homes.

©Reg. U. S. Pat. & Tm. Office, Inc.

# JOHNS-MANVILLE

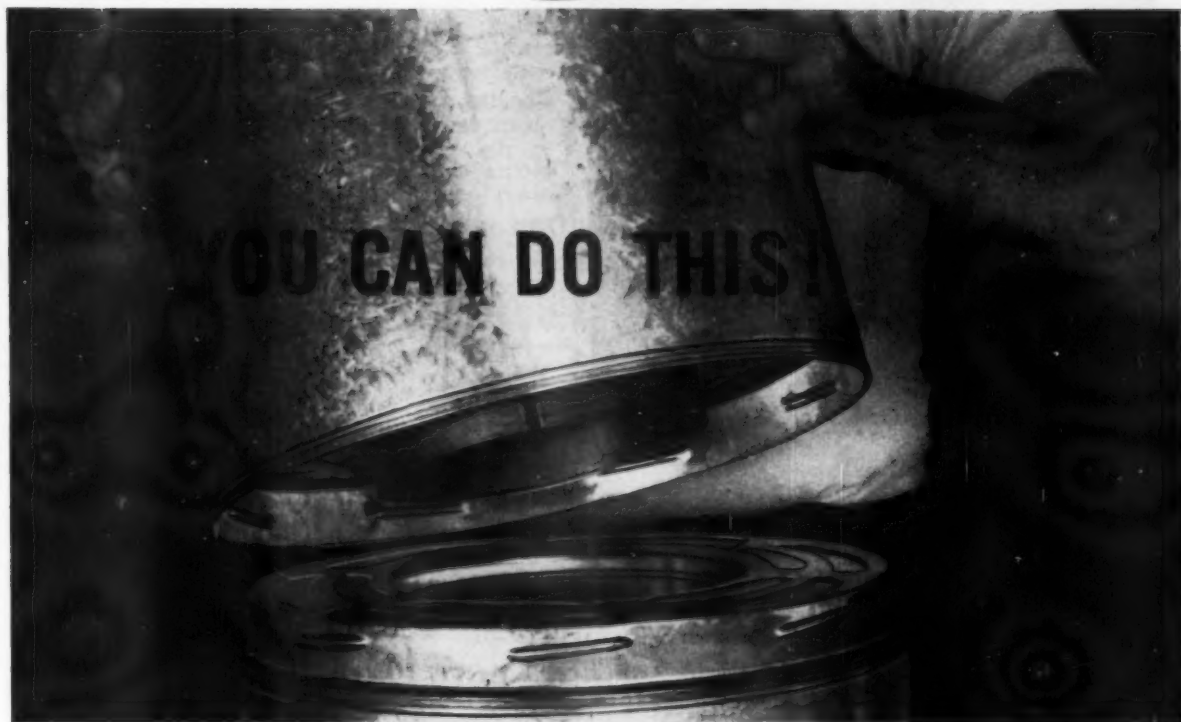


AMERICAN BUILDER



IF YOU CAN

DO THIS...



Unique "twist-lock" coupling  
makes installation easy — cuts labor costs  
**THE NEW METALBESTOS CHIMNEY**  
is the simplest, best performing All-Fuel Chimney ever designed

It's a complete system, including tops and housings, for venting oil and solid-fuel heating equipment, gas incinerators and small fireplaces... available in convenient, lightweight 18" and 30" sections with 7-inch inside diameter.

STOCKED BY PRINCIPAL DISTRIBUTORS IN MAJOR CITIES

*See your jobber or send today  
for complete information.  
Write Dept. L-7*



**METALBESTOS** DIVISION  
WILLIAM WALLACE COMPANY • BELMONT, CALIF.

# INVEST IN THE BEST



SPECIFY A **K<sub>+</sub>Σ**

## BUILDERS' TRANSIT LEVEL

Buying a transit level is an investment in your business. And buying a K&E Transit Level is the surest way to get maximum return on your investment. So simple to use yet with built-in precision that will last over years of rugged use, this sturdy instrument will help you lower labor costs, increase efficiency and worker output. Objects can be seen clearly even in poor, inside-building light... and you can get sharp focus on objects as close as three feet.

**Price: (NP 5155) including new open-dome BOLTARON® carrying case .....\$208.00**

For leveling and reading horizontal angles only, ask for the K&E Builders' Level. Except that the telescope doesn't tilt, it gives you the same fine qualities and service as the K&E Builders' Transit Level.

**Price: (NP 5153) including new open-dome BOLTARON® carrying case .....\$148.00**

For further details see your local K&E representative or write to Keuffel & Esser Co., Hoboken, New Jersey.

1810



**KEUFFEL & ESSER CO.**

NEW YORK • HOBOKEN, N. J.

Detroit • Chicago • St. Louis • Dallas • San Francisco • Los Angeles • Seattle • Montreal

It makes bad air FRESH again!

## Ductless Hood®



Enjoy the healthful comfort of purified air by merely the turn of a switch. Motor-blower recirculates kitchen air every ten minutes. Activated Charcoal and Grease Filters give complete efficiency in removing GREASE, ODORS, SMOKE, DUST and POLLEN. Sizes and colors for every decor.



The DUCTLESS HOOD way... Full shelf area—no waste of costly heat or conditioned air.

### ELIMINATES EXPENSIVE INSTALLATION OF DUCTS, VENTS AND OUTSIDE LOUVRES!

The Ductless Hood is also featured in the OVENMASTER series—an air purifier for built-in ovens. Makes the kitchen complete!



See your local distributor, or write: Dept. 1-B

**THE DUCTLESS HOOD CO., INC.**  
601 Plandome Road, Manhasset, N. Y.



ORDINARY HOOD... Pipes and ducts costly to install—take up valuable shelf space.

## INCREASE HOME SALES IN 1959 THIS PRACTICAL WAY—

give your home buyers a copy of THIS IS YOUR HOME—use it these four practical ways:

1. AS A DIRECT SALES AID. . . . Your looseleaf "builder's edition of This Is Your Home has extra space on the dedication page. This allows you to give personalized copies to each purchaser of your homes.
2. AS AN INDIRECT SALES AID. . . . Give each home buyer an appreciation of your own skill—with a book that points out the craftsmanship and hidden values in your homes.
3. AS A PRESTIGE BOOSTER. . . . Your special looseleaf edition allows you to insert a model home picture with instruction sheets about materials and appliances used in the home.
4. AS A GOODWILL BOOSTER. . . . Home buyers will appreciate the "do-it-yourself" emphasis and these essentials of good home maintenance eliminate expensive, unnecessary service calls for you.

Look at this book through the eyes of your home buyers, and you'll see a substantial increase in your own sales.

Order a copy today and see how readily this recently published book will fit into your home sales plans.

Sample price, looseleaf Buckram binding, \$5.95 per copy (plus 30¢ for your business name, gold stamped on cover.)

Quantity price (10 or more) \$4.75 each including gold stamping.

Case bound edition (not looseleaf) \$2.75 (quantities only stamped 30¢ extra.)

**Simmons-Boardman Pub. Corp.**

Dept. AB-759

30 Church Street, New York 7, N. Y.

Yes, rush me a sample copy of THIS IS YOUR HOME for which ☐ I enclose \$..... (\$5.95 per copy, \$6.25 per copy with name stamped) or ☐ bill me.

Name .....

Street .....

Address .....

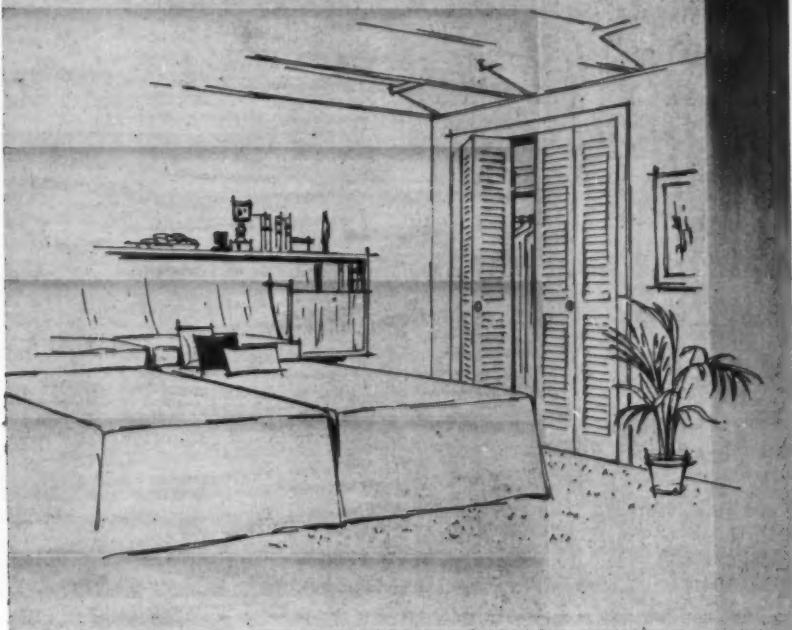
☐ Imprint as follows: .....

## FROM THE ground UP

### GRANT 2520 FOLDING PANEL HARDWARE

Only 1 set (with 3 track sizes) for every closet or passageway installation—whether two or four doors. Aluminum track, nylon “captive” lead guides. Floor or jamb mounting. Captive guides insure fast, simple installation.

*—Only a few of the many reasons why more and more builders and home owners are asking for Grant Folding Panel Hardware, the quality line, competitively priced, that has no equal.*



Model homes are like untested fillies. You know they can move, since they're sired by champions—but they've never been put to the test. Those first ads in the papers—those first few Sundays—here lies the test.

How can the number of question marks be reduced? The guesswork diminished?

Not many “guaranteed roads” are open to the builder. *Only one*, in fact, is easily available. It is not a new road—nor is it a mysterious one. The aware buying public (*and you know as well as we do, they are aware*) looks past the veneer and into the core. A building's most solid core is good components.

Grant Folding Panel Hardware is an unusual product. In addition to functioning well, it offers the builder *one* folding panel hardware set for *all* installations. *One set*, in three track sizes to accommodate openings from 2'0" to 6'0", in two or four door installations, for closet or passageway use.

We'd like to tell you more about Grant Folding Panel Hardware, a better “component” to help sell your homes. Why not write for literature.

# GRANT SLIDING HARDWARE

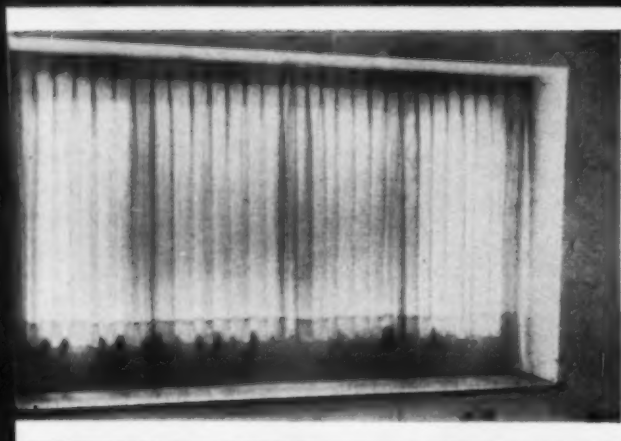


GRANT PULLEY AND HARDWARE CORPORATION

1 High Street, West Nyack, New York • 944 Long Beach Ave., Los Angeles 21, Cal.

sliding door hardware • drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware

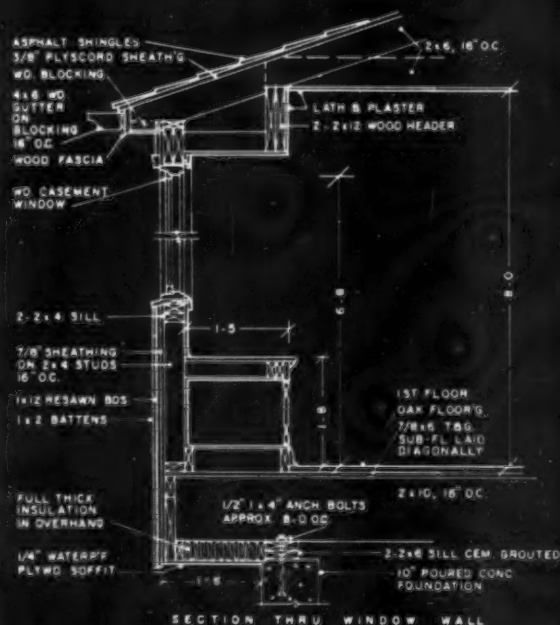
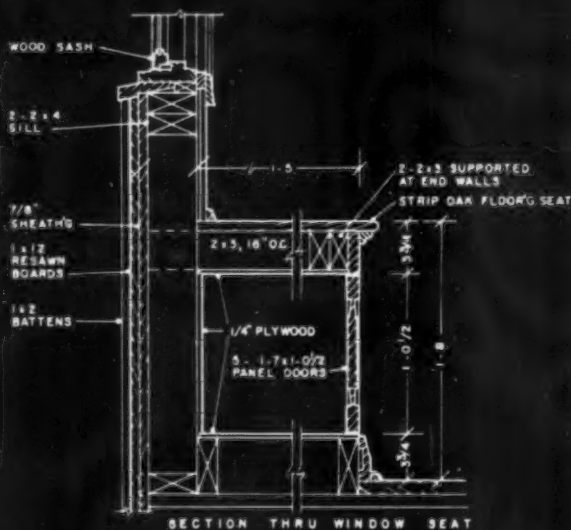
## BETTER DETAIL PLATE



**INSIDE,** the bay provides an attractive window seat, with lots of cupboard space below. In a room with flush walls, this extra storage space would have to be taken out of the floor space, making a smaller room.



**OUTSIDE,** the bay fits snugly below existing roof overhang. Foundation didn't have to be altered, because the projection sits on cantilevered floor joists. Bay could be added to an existing structure very easily.



### Built-in window seat provides storage without cutting room size

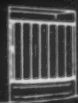
**E**xtra storage space, plus the interest of an inside window seat, were obtained in this simple bay window. Builders Harold Kramer and Vince Cucchiara, of Clifton, N.J., kept the cost of the bay

down by making no changes in either the roof line or the foundation.

Remodelers will find this idea useful in houses that have sufficient overhang on the roof.



# Exciting New Market!



# S

## SHOWERFOLD FOLDING DOORS

## Showerfold Folding Doors\*

**Smart, Sensible and Made to Sell for Less than \$30.00!**

No new product in recent years has caused as much excitement as the new Showerfold Doors. An entirely new concept in beautiful, low cost bathroom appointments that can be sold over-the-counter.

Thousands of consumer inquiries have convinced us we have a product that will generate traffic and sales. You can't afford to lose important new sales and profits.

Sturdily constructed, Showerfold Doors are designed to be easily and quickly installed by homeowners. Alternating bright anodized aluminum sections and translucent pearl colored "Alathon\*\*" panels fold open for 80% tub access; folds closed, confining splash and spray to tub or shower area.

Operate smoothly and easily from the right or left side.

Showerfold doors fit any standard recessed tub or stall shower opening and are available in the following models:

**Smart-lined—Clear anodized extruded aluminum sections**

**Golden-lined—Beautiful gold anodized aluminum sections**

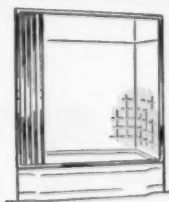
**Ebony-lined—Satin smooth black anodized aluminum sections**

**Call your distributor or send for complete details and literature Today!**

\*Patent Pending  
\*\*A DuPont Product



SHOWERFOLD DOOR CORPORATION—6585 W. WARREN, DETROIT 10, MICHIGAN



### FOLDS OPEN

For real bathroom elegance — Showerfold Doors that are easy to use—easy to maintain.



### FOLDS CLOSED

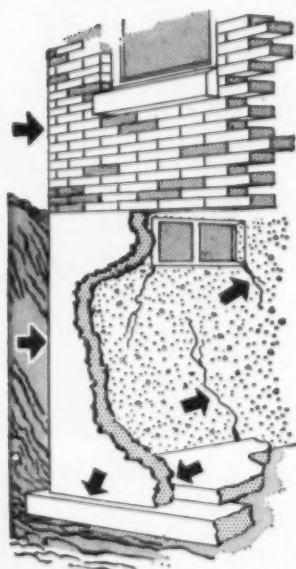
Add bathroom beauty and bathing convenience with Showerfold's stall shower doors.

# Don't let water ruin your reputation!

Add to your reputation as an expert builder by assuring the new homeowner *his* home will be safe from the elements. Plan **RIGHT** from the beginning to waterproof your masonry walls with The THORO System products.

- 1 THOROCLEAR 777 gives invisible protection to your new brick. Prevents water stained plaster, keeps brickwork dry and clean, eliminates the cause of unsightly efflorescence. *Certainly extra features to point out to your prospective buyer.*
- 2 Apply THOROSEAL FOUNDATION COATING to all exterior foundations. THOROSEAL is cement based; will not deteriorate like old fashioned treatments. The answer at last to an old problem, and . . . another feature to point out to your prospective buyer.
- 3 Seal junction between floor and wall, around pipe openings, settling cracks, and others with WATERPLUG. WATERPLUG expands as it sets to provide a tight, lasting seal.

- 4 Add the finishing touch to the new basement. Apply THOROSEAL in beautiful, modern, pastels. The cost—a few cents a square foot but adding dollars to the value of your home. *Adds beauty and color to otherwise drab concrete.*



**JUST OFF THE PRESS**  
All about the THORO System

**Standard Dry Wall Products Inc.**  
NEW EAGLE, PA.

## "WHY I SUBSCRIBE TO AMERICAN BUILDER"

### I rode American Builder 9,000 miles last month

I just figured how far I would have had to travel last month to see all the things I saw in American Builder...houses in California, New York, Michigan, Idaho, North Carolina...a neat way to pour footings in Ohio...a new twist on work planning in Louisiana...etc., etc., etc.

It figured out at a little over 9,000 miles!

Reading American Builder is one of the most important things I do. How else could I possibly keep up with the new ideas?

— A SMALL BUILDER

### American Builder is the best insurance I know

Why do some builders hit the skids? From what I've seen, it's because they let themselves get out of touch.

That's a chance I don't take. Every month, I expect all my key people to stop, look and listen to what you publish in American Builder. How are the smartest builders handling their financing today? How are they cutting costs, picking design winners, merchandising their houses?

Studying American Builder is a basic part of our work.

— A LARGE BUILDER

AMERICAN BUILDER, Dept. 759, Emmett St., Bristol, Conn.

Yes, enter my subscription for one year of American Builder at \$3.50 with money-back guarantee if I am not delighted.

Amt. enclosed \$..... ☐ Bill me

Send to: \_\_\_\_\_

Address: \_\_\_\_\_

City, Zone, State: \_\_\_\_\_

## MORE FOR YOUR MONEY with a WARREN-KNIGHT TRANSIT-LEVEL



### NEW DESIGN

There has never been a Transit-Level like the 38-bF. Offers new usefulness — almost indestructible.

Model 38-bF \$285.

Model 39-bF (Without compass) \$260.

You've never seen a Transit-Level like the new Warren-Knight. It looks and is operated like a transit, yet it has the exclusive advantage of being adjusted like a Wye level, and costs less than half as much as the average transit. The new design Model 38-bF is so sturdy that maintenance and repair charges will be practically eliminated. Assures a LIFETIME of SERVICE. This expert new design includes such features as a steel center, 24x coated optics, covered leveling screws, and limb vernier reading to one minute.

### 10 DAY FREE TRIAL

Without deposit or shipping charges and with no obligation to purchase. See for yourself how a Warren-Knight saves time and money—right on your own job sites.

Ask for Bulletin F-97 that lists Full Details.



**WARREN-KNIGHT**

136 N. 12th St., Phila. 7, Pa.



## Point Up the Bath and Powder Room..

THE *Bridgman*  
BAR

Nothing entrances the prospective buyer more than deluxe accessories—particularly if they spell convenience with excellent taste.

Follow the trend to out-of-the-ordinary designs for no more than ordinary price. Create lasting impressions with widely approved fixtures... recommended and used by many architects, decorators and nationally famous builders.

Bridgman Bars are the only bars on the market requiring but one mounting point. Available in a wide range of convenient sizes for many purposes, the complete line is triple-plated chrome over copper and nickel for long life. A newly perfected base guarantees rigid, permanent installation.

WRITE TODAY FOR  
COMPLETE INFORMATION,  
DEPT. AB

GENERAL

*Chrome*

BRIDGMAN  
MICHIGAN

"Elegance in Chrome"



**SONOCO**  
**SONOAIRDUCT®**  
**FIBRE DUCT**

more sold in  
**1958**

than ever before

...proof that builders recognize the many  
advantages of this quality product!

Ever-increasing sales are not surprising. SONOAIRDUCT was introduced nearly ten years ago and the number of users of this economical fibre duct has grown continuously. Smart builders and contractors have been quick to recognize the time and money-saving advantages of SONOAIRDUCT. The initial cost is low. The long lengths are easy to handle. It can be sawed to exact lengths on the job. SONOAIRDUCT installs and levels fast. No sharp, cutting edges—won't chip, crack or break when dropped.

Sonoco SONOAIRDUCT is made especially for slab perimeter heating or combination heating and cooling systems where duct is encased in concrete. It meets and exceeds F.H.A. criteria and test requirements for products in this category. 23 sizes—2" to 36" I.D., in standard shipping lengths of 18'. Special lengths also available. Free installation manual. See our catalog in Sweet's.



For complete information and prices, write—

**SONOCO**  
**Construction Products**  
SONOCO PRODUCTS COMPANY

- HARTSVILLE, S. C.
- LA PUENTE, CALIF.
- MONTCLAIR, N. J.
- AKRON, INDIANA
- LONGVIEW, TEXAS
- ATLANTA, GA.
- BRANTFORD, ONT.
- MEXICO, D.F.

Builders and contractors know...

THE SIGHT IS RIGHT WITH A

DAVID WHITE



NOW!  
#8007 and #8025  
come with new Fiber-  
glass carrying case.

**For Concrete Contractors**—You will enjoy using this versatile, low-cost instrument. Determine differences in elevation, run lines for curbs, plumb walls, lay out angles. Rugged construction. New, streamlined styling. T8007 Light Construction Level-Transit—Tripod included. Retail for \$89.50.



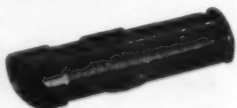
**For Builders**—Heavy-duty instrument for building construction. Use to align piers, plumb walls, level floors, lay out foundations and drain tiling. T8300 Universal Builders' Level-Transit Includes new, American-style, wide-frame tripod. Retail for \$217.00.



**For Contractors**—Measure differences in grade, elevation, lay out building sites, align piers, courses. Many other uses for this handy instrument. T8025 Light Construction Level—Tripod included. Retail for \$49.95.

**For Every Construction Worker!** Precision-made level with many uses. For rough estimates, paving, landscaping, laying out foundations, drainage, contouring. Fits easily in shirt pocket. Get yours today! 5556 True Sight Hand Level Only \$2.95.

NEW HAND LEVEL



Write today for your free David White surveying instrument folder.

Prices slightly higher west of the Rocky Mountains

**DAVID WHITE INSTRUMENT COMPANY**

Dept. CA-3, 2051 North Nineteenth Street, Milwaukee 5, Wisconsin

## YELLOW PAGES

(Continued from page 99)

Another remodeler, who uses the classified telephone directory on a much bigger scale, is Steve John Grilles of American Home Improvement Co., Washington, D.C. Grilles spends \$285 a month on the yellow pages—just about ten times as much as Small.

"I learned the hard way," says Grilles, who specializes in remodeling, "that people have to be serviced in this business. We have one man who does nothing but answer service calls." Grilles figures his yellow pages bring in some 50 leads a month. One such lead recently resulted in a \$15,000 remodeling job.

Grilles uses two directories: one for metropolitan Washington and one for the Washington-Maryland suburbs. His ads and listings go under seven different headings: Home Improvement, Storm Windows, Fences, Contractors, Roofers, Kitchen Cabinets, and Waterproofing Materials. Two similar quarter-page display ads (see page 98) for \$116 a month each, have doubled his calls, he says.

Like most experienced remodelers, Grilles knows that one small job often leads to more and bigger work from the same home owner or his friends. In this way the yellow pages are an excellent means for getting the remodeler's foot "in the door." For example, one recent call came from a woman who seemed to be just shopping for prices (she had called several of Grilles's competitors first). She said she needed about \$12,000 worth of remodeling work done. After a visit to the house, Grilles sold her on a new 20x30-ft. kitchen, an octagonal addition, and \$2,000 worth of Thermopane. The final bill came to \$42,000.

### How to write a yellow pages ad

The yellow pages ad differs from advertisements in most other media in that it must be more informative than persuasive. A home owner consulting the classified phone directory is already in the market. You don't have to sell him on, say, fixing his roof, but you must tell him why you can do the job better than anyone else. Here are the points to bear in mind in preparing a yellow pages ad:

- **Use an eye-catching layout.** If you have enough space, use an illustration (Grilles uses a cutaway picture of a house labeled with all the kinds of work he does; see page 98). Do not use an illustration, however, if it crowds your space or forces you to use small, hard-to-read type.
- **Establish confidence in yourself.** If you've been in business for a long time, say *how long*. And if there's room, quote your customers' favorable comments about you.
- **List every kind of work you do.** Your prospect has a specific need in mind and may bypass you unless he *knows* you can help him. (Note how Grilles uses virtually all the space in his 1½" ad—page 98—to list his services.)
- **Mention financing.** You're not permitted to mention specific prices or price ranges, but you can and should tell whether you offer budget payments, no down payment, etc.
- **Print your phone number in big, bold, simple type.**





IMPROVE BUILDING APPEARANCE

## NEW Stylux<sup>TM</sup>

BY BUTLER

### SHATTERPROOF PLASTIC PANELS

Finally, a translucent panel you can trust! New, longer-lasting Stylux for glazing, for beautifying plants or stores. Finest weather-tested resin bonded to superior quality fiberglass mat. Up to 90% light transmission spreads more cool, natural working light without glare. Shatterproof, non-corrosive. All standard panel and pane sizes including new 4-ft. coverage panel. Get the whole story, write:

**Stylux** — Plastics Department, Buildings Division  
BUTLER MANUFACTURING COMPANY  
Dept. 105, 7400 East 13th Street, Kansas City 26, Missouri

## FREE BOOKLET Tells How To Enrich Concrete and Asphalt with **KEMIKO** Long-Lasting, GRAND CANYON Colors!



Kemiko, as used at the Beverly Hilton Hotel, captures the beauty and colors of the Grand Canyon on concrete and asphalt. Kemiko Concrete Stains produce permanent color in concrete surfaces through chemical reaction. Kemiko Stains and their companion finishes answer every need for natural stone or rich, uniform colors. Eight Grand Canyon colors available at low cost! Easy to apply! Worldwide usage—since 1930!

SEND COUPON today for FREE four-color booklet with full details, prices, where to buy. **DEALERS WANTED**

### FREE BOOKLET COUPON

**ROHLOFF & COMPANY** AB-79  
918 N. Western Avenue, Hollywood 29, Calif.

YOUR NAME \_\_\_\_\_

(PLEASE PRINT)

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_



# REMODEL *Faster*

more JOBS...more PROFIT

with the  
*New*  
MODEL  
**414**

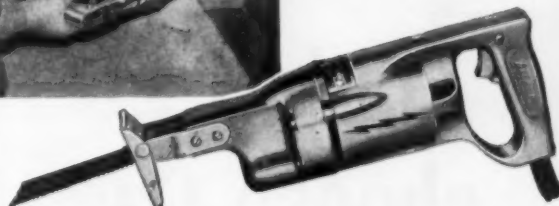


*Saves Dollars Fast*  
**ON EVERY**  
*Remodeling*  
*Job*



## SAWZALL

NOT AN ATTACHMENT  
... but a complete  
Self-Contained  
**ELECTRIC**  
**HACKSAW**



**2250 Strokes Per Minute**

**Needs No Starting Hole.. In Wood**  
... or comparable materials

Compact, lightweight, only 6¾ pounds, the Sawzall answers perfectly the special sawing needs of contractors, home builders, remodelers, plumbers, maintenance men, etc. It breezes through any sawable material including nails, wire, etc. Full ½ h.p. motor, ball and roller bearing equipped, self-lubricating. . . . Available with blades in types and lengths for every sawing need.

*Only* **\$94.50**

... Complete with steel carrying case and assorted set of Sawzall blades.



Write for free folder SW-6

**MILWAUKEE ELECTRIC TOOL CORP.**

5356 W. STATE STREET • MILWAUKEE 8, WISCONSIN

# EDWARDS ZONE CONTROL HEAT... AS LOW AS \$25 PER ZONE!

Edwards . . . the first packaged zoned hot water baseboard heating system for all-priced homes. With Edwards Packaged Zone Control System you can heat up to six zones from one pump—for as little as \$25 per zone more than non-zone systems! Two men install the entire system in a day . . . Edwards boiler-burner (gas or oil) plugs into any outlet; pre-cut baseboards are set up in minutes. Pre-wired boilers meet ASME Code and are guaranteed for 20 years. Write today for literature and specifications.



**EDWARDS  
ENGINEERING CORPORATION**

207 ALEXANDER AVENUE, POMPTON PLAINS, NEW JERSEY  
TELEPHONE: TEMPLE 5-2808



The Most Perfect  
Safe Electric Heat  
for Families  
with Children!



**MARKEL**

ELECTRIC

*Thrift Trim*  
**BASEBOARD  
HEETAIRS**

- Cost Less to Buy!
- Cost Less to Install!

Completely Inclosed  
Heating Elements

**GUARANTEED  
5 YEARS!**

**MORE HEAT  
at LESS COST!**

Automatic or Manual  
2 ft. to 8 ft. Lengths  
500 to 3000 Watts/240 V.

For FREE LITERATURE  
Write Dept. AB

**MARKEL** Electric Products, Inc.  
**LA SALLE** Products, Inc.

145 Seneca St. Buffalo 3, N. Y.

# 7 out of 10 choose Gas

and it costs you less to install!

Save money and satisfy more buyers by installing LP-Gas heating in every home you build beyond the city mains. A safe, automatic LP-Gas furnace costs at least \$40 less than a comparable oil model. And gas is the preferred fuel. A study by U.S. Dept. of Labor reveals 7 out of 10 new homes are gas-equipped. Fewer service calls, too, for LP-Gas burns clean and requires little maintenance. For clean heating, modern cooking, fast water heating and other home uses beyond the mains, it's LP-Gas!

**LP GAS**

## CLASSIFIED ADVERTISING

The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.  
Rates—\$7.50 minimum for 40 words or less. 15c for each additional word.  
Display Classified—\$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2 1/4 inches wide, 2 inches maximum. Signature cuts and trade names allowed.

### POSITION WANTED

Building Construction graduate, five years experience construction department of corporation, desires position with progressive residential and commercial builder involving design, estimating, supervision, administration and sales as required. Thirty-two, married, one child, currently living in Virginia. Resume on request. Box 286, American Builder, 30 Church St., New York 7, N.Y.

To sell more **BUILDING PRODUCTS** and **EQUIPMENT** pre-sell the **BUILDER!** American Builder reaches more builder-buyers than any other building publication!

**moving?**

**American Builder should  
be the first to know . . .**

American Builder  
Subscription Dept.

Emmett St.

Bristol, Conn.



# COMPLETE KITCHEN

**8 cu. ft. Refrigerator**

Including

**2 cu. ft. Pull-out Freezer Drawer**

Choice of White or Natural Wood Grain Finish

Write for full details to

**GENERAL  
AIR CONDITIONING CORP.**

Dept. F-14, 4542 E. Dunham St.  
Los Angeles 23, California

## GENERAL CHEF

**NATIONWIDE SALES AND SERVICE**

## BOSTROM LEVELING INSTRUMENTS

Are simple to operate, accurate as instruments costing twice their price, durable to withstand rugged use and are complete with Tripod, Rod, Target, Dust Cap and Sun Shade.

Thousands of contractors and builders are satisfied users of Bostrom Levels as they have found them to be the most dependable and cheapest instruments to operate.

**No. 5 BOSTROM  
Convertible Level**  
Detachable  
Compass  
when desired



**No. 4  
BOSTROM  
Contractors'  
Level**

Bostrom Levels are carried in stock by distributors from coast to coast. Mail the coupon below for complete literature, prices and name of our distributor near you.

**BOSTROM-BRADY MFG. CO.**  
Stonewall and Bailey Streets, S.W.  
Atlanta 3, Georgia

**BOSTROM-BRADY MFG. CO.**

Dept. AB-59

Stonewall and Bailey Streets, S.W., Atlanta 3, Ga.

Please send catalog page on Bostrom Levels and name of your distributor near me.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_



CASE NON-OVERFLOW  
ONE-PIECE\* WATER  
CLOSET WITH  
WHISPERING FLUSH

KITTEN  
QUIET

## WON'T OVERFLOW

- Non-Overflow Safety Feature
- Time-Tested Healthful Height
- Comfortable Body Contour Seat
- Produced in 49 Decorator Colors  
plus sparkling black and white

**Case**  
\*PATENTED

CASE MANUFACTURING CORPORATION  
247 DELAWARE AVENUE, BUFFALO 2, N. Y.

# VIKON

## METAL WALL TILE

gives your customers  
the finest in durable,  
easily-cared-for METAL  
TILES—in the widest  
range of types and colors



- Enameled Aluminum
  - Enameled Chromatized Steel
- Porcelain on Aluminum
  - Solid Copper
- Solid Brass
- Stainless Steel
  - Copper Glaze
  - Brass Glaze
  - Brushed Aluminum
- Hammered Metal
  - Antique finish

The trend can't be missed! Beautiful, lightweight metal tiles are selling better than ever. And that means VIKON METAL TILES—by the only manufacturer geared to give you nationwide service in this popular, practical type of tile.

VIKON tile is economical. It gives lasting beauty wherever used. VIKON means top quality too. Investigate today. Write for our complete catalogue, "All About Vikon."

# VIKON

Tile Corporation  
Washington, N. J.



**NEW!  
FIRST TIME!**

*Master*  
**TRU-MITRE**

**Accurate For Use With Any Cross-Cut Saw!**

- Takes materials up to 5" thick!
- Fast, easy, one-hand indexing!
- Lightweight! Weighs just 9-lbs.

Suggested Retail Price **\$24.95**

Save time and money with new, precision-machined Master TRU-MITRE BOX! Uses any saw, goes from job to job, quality-made, guaranteed! Accurate!

Write today for literature, prices to DEPT. AB-1

**W. A. GERRARD CO., INC.**  
4400 LYNDAL AVE. NO. MINNEAPOLIS 12, MINN.

**POST OFFICE WILL NOT  
FORWARD MAGAZINES!**

You must write us, prior to moving if possible, giving both old and new address, also postal zone. Allow three weeks for change.

### AMERICAN BUILDER

BOX 961 • BRISTOL, CONN.



*you can  
do away with  
that transit*

Set your levels and grades  
the easy **LEVELALL** way!

The LEVELALL is a one man instrument requiring no skill to use. Accuracy superior to that of a transit. LEVELALL can even set grades underground, or around corners!!

The LEVELALL is unconditionally guaranteed to be top quality and to satisfy your leveling needs — we will accept for full credit any unit returned to us within 60 days of its purchase. How can you lose — precision results, guaranteed savings, low price — or your money back!! You'll never regret filling out the coupon.

LEVELALL, 85E Webster St., Rockland, Mass.

- ☐ Mail me 75' Deluxe LEVELALL @ \$13.75.    ☐ Regular 50' model @ \$10.75.    ☐ Ship postpaid full price enclosed.    ☐ Ship C.O.D.

☐ Please send free booklet, "On the Level."

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_



*You Just Know...*  
**THIS CONTRACTOR  
 USES A  
 Mulkey**

**Portable CONVEYOR  
 and BUILDS for a PROFIT!**  
**BELT—Chain & Flight—UTIL-A-VEYOR  
 Maybe ALL THREE!!**



MULKEY PORTABLE BELT UNLOADS A 6 YD. TRANSIT MIX EVERY 15 MINUTES

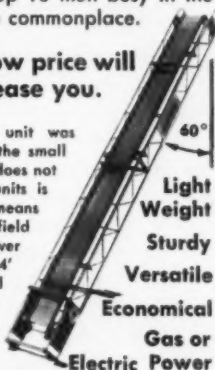
Concrete, sand and gravel may be delivered directly from truck to gravity hopper without intermediate handling, maintaining a continuous flow of materials from truck to point of use on the job.

One man on the ground can keep 10 men busy in the air. Pours of 120 yards a day are commonplace.

**MULKEY  
 UTIL-A-VEYOR**

**Its low price will  
 please you.**

This light weight unit was especially designed for the small contractor whose volume of work does not justify the heavy duty conveyors. The unit is expandable from a basic 16' length by means of 8' extensions quickly applied in the field at low cost per foot. A 16' unit will deliver material to a discharge height of 13'; 24' to 20'; 32' to 27'; 40' to 34'. A lock swivel wheel assembly is available as an accessory. Write directly to the Sam Mulkey Company for full details and specifications.



**Light  
 Weight  
 Sturdy  
 Versatile  
 Economical  
 Gas or  
 Electric Power**

### Handles With Speed and Ease

Blocks, Bricks, most all solid materials including plywood. A 32' unit at 60° angle delivered bricks and blocks to 27' height at the rate of 2500 bricks and/or 1000 concrete blocks per hour. This is truly the answer to the small contractor's prayer for automation in materials handling.

**YOUR LOCAL DEALER CAN SUPPLY . . . IF NOT . . . Write, Wire or Phone Sam Mulkey Co. direct—we will see that you are supplied promptly.**

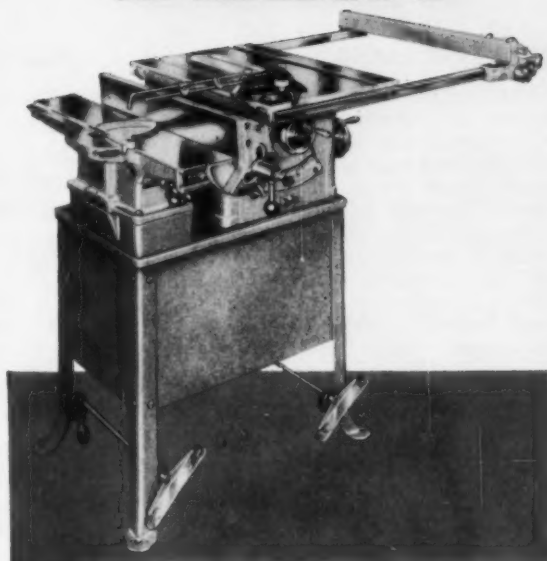
**SAM MULKEY CO.**

MANUFACTURERS OF PORTABLE CONVEYORS

DEPT. AB, P.O. BOX 270, LEE'S SUMMIT, MO.

JULY 1959

**NEW**  
 from  
**DELTA**



## SAW-JOINTER COMBINATION goes with you on the job

This great new combination gives you the Deluxe 4" precision Jointer and famous Delta 9" Tilting Arbor Circular Saw—mounted on a single stand, powered by a new Delta 1 hp. motor. Rugged enough to carry to the job in your pick-up, compact enough to take inside, it rolls to the work on convenient casters.

You can cut to fit and plane to finish—do almost all your trim and cabinet work on this versatile machine. It delivers enough power to do your toughest jobs, yet costs less to buy and less to operate than many comparable machines.

**See the new saw-jointer combination at your nearest Delta dealer—he's listed under "TOOLS" in the Yellow Pages—or at leading hardware and building supply stores.**

For FREE descriptive literature and prices write: Rockwell Manufacturing Company, Delta Power Tool Division, 646G N. Lexington Avenue, Pittsburgh 8, Pa.

DELTA POWER TOOLS

another fine product by

**ROCKWELL**



239

# THE MONTH Ahead

## NEXT YEAR'S LAND

At the risk of sounding premature, we'd like to point out that right now is the time for you to start planning your next year's supply of the most basic building material of all: land.

First of all, this is the best time to decide which land parcels will be the most desirable locations for 1960. By this time, most of the areas that will be built on this year have been cleared, and maybe graded. The closer you can buy to these areas the better; the neighborhood will be established and growing.

Second, any land that is well situated, served by utilities, and reasonably priced will be sought after by every builder in town. The one who gets there first is the one who'll walk away with an option in his pocket. It could mean the difference between a year of breaking even, and a year of putting something in the bank. So get hustling right now.

## IT'S CONTEST TIME

As noted on page 123 of this issue, AMERICAN BUILDER's Best Model Home Contest is getting close again. Please don't be like the builder we talked to recently. He has a house so good we're going to feature it in a later issue, but he didn't enter it in last year's contest. "I thought it wasn't the type that could win," he said.

Any well-designed, well-built, well-merchandised house can win. If you're in doubt, send yours in. We're anxious to see it, and it may be a prizewinner.

## Make sure you think like a businessman

There's increasing pressure on today's builder—particularly the smaller builder—to become a better businessman. The old attitude is still strong: forget the red tape and build the house. But more and more builders are waking up to the fact that in the long run, better business practices mean more money in the bank. They may even mean the difference between staying solvent and going bankrupt.

## You'll have to keep up with the industry

There are many indications that your competitors are improving their business methods. The biggest extra attraction at the NAHB Spring Director's meeting in Washington last May was a two-day session on business management. And there was a marked increase in the attendance of the under-25-house builder.

Further, when AMERICAN BUILDER's Editorial Director, Joe Mason, was in Houston last April, he asked eight representative builders (whom you'll meet in the next issue) what skills they thought would be most valuable to a builder over the next five years. The answers were phrased differently—"foresight," "managerial ability," "forward looking," "canny judgment"—but the meanings are the same. The most successful builders, they thought, will be the good businessmen.

## You don't have to warm a chair

Now, acting like a businessman is not something you should do in place of actually building houses. It's something you add to building. Good business practice means planning ahead, keeping careful track of your money, and knowing exactly how far along your jobs are every hour of every day.

This may sound like a lot of extra work, but actually it should save time. Here's a way you can find out for yourself. For the next month, try to watch how much time and money you lose by bad planning: extra trips in the pickup because you forgot part of an order; walls torn down because the scope of a job wasn't on paper; profit lost because of a hurried, sloppy estimate. All of this time and money can be saved; the good businessman-builder is the one who saves it.

**IN THE NEXT ISSUE: how eight builders are cashing in on the opportunities of a major growth area...pole construction: it may be a way for you to cut costs... new ways to build with steel... how a small land developer maintains authentic colonial design in his custom project.**

# KENTILE VINYL

## ON TODAY'S SMARTEST FLOORS



*This Woven Tones™ floor . . . in Kentile Vinyl Asbestos Tile . . . features the new Mesa Tan color. Wall base is easy-to-clean Beige KenCove®.*

*The different floor that sets up the sale!*

**KENTILE WOVEN TONES** *with the look of broadloom!*

Only Kentile has it . . . a vinyl asbestos tile with the textured look of broadloom. Kentile Woven Tones enhances any room with the richness of its soft beauty. Adds an unusual, *inviting* touch to your model homes . . . comes in six broadloom colors

distinctive in their carpet-like appeal. Kentile Woven Tones, like all Kentile Floors, is known to your prospects through consistent national advertising. Another reason why Kentile Woven Tones brings you closer to the sale the moment they see it.

### KENTILE FLOORS

OVER 200 DECORATOR COLORS IN SOLID VINYL, VINYL ASBESTOS, CRYSTALITE™ VINYL, CORK, RUBBER, AND ASPHALT TILE.

**FREE!**

#### MODEL HOME SALES KIT

You get (1) Lawn Sign with your development name, (2) Personalized interior signs for wall base, (3) Helpful selling tips and color leaflets for use by salesmen. Write to: Kentile, Inc., 58 Second Avenue, Brooklyn 15, N. Y., for details.

Builders who "look ahead" specify  
hardware by *National of Sterling*



Competitively priced with  
built-in quality to

**Protect your  
good name**

It's the "little foxes that destroy the vines." And it's usually the small details that make a home buyer either happy or huffy. That's why so many prominent builders *insist* on hardware by "National of Sterling." It adds one more extra touch that helps build customer satisfaction—today, tomorrow and through the years.

WRITE FOR FREE CATALOG TODAY

**NATIONAL MANUFACTURING CO.**

Dept. 18907 Sterling, Illinois

